

## **ABSTRACT**

### **BROADCASTING COMMUNICATION STRATEGY THE AGENDA PROGRAM TVRI LAMPUNG IN THE MIDDLE OF THE GROWTH LOCAL TELEVISION**

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*At first Indonesian television still in the domination of TVRI. Until the ratification of regulations no 32 in 2002 about the broadcasting by Komisi Penyiaran Indonesia (KPI). TVRI changed function from the Jawatan Company to the Public Television. The impact of the ratification this constitution also sprang up many local television stations. This pushed the occurrence of the possibility of seizing the market/audiens so it's to be needed by a strategy to carry out the agenda program. The agenda program that was made certain will consider the public that became the target. By knowing the public's target, the communicator (in this case is media) could have known the aim and the target that wanted to be achieved, the contents message that wanted to sent, the technique and the strategy that were used to influence audience.*

*Because of that this research aimed to explaining the broadcasting communication strategy of the agenda program TVRI Lampung as the broadcasting agency of the public in the middle of the growth local television. Based on public that became the target. This communication strategy took the form of the strategy in planning (planning) as well as the management (management). The type of this research is descriptive research with the qualitative approach. The determination of the informant was based on the technique purposive sampling namely the determination of the informant be based on criteria certain in accordance with their understanding of the object that was researched.*

*Results of the writer's research explained that the communication strategy of TVRI Lampung in knowing public through segmentation audiens that TVRI Lampung was all the Lampung public from all the good layers in a manner geography, demography, geodemography and pshicography. TVRI Lampung*

*personally did not yet have targeting especially in the agenda program because by the research lack to determine that targeting. The use tagline as positioning was not too influential for TVRI. because TVRI Lampung more stressed in the presentation carried a local charge that promoted the regional culture.*

*The communication strategy of TVRI Lampung in broadcasting his agenda program more chose to promote his agenda program with co-operation system with the organization of the government/BUMN/BUMD compared with private enterprise's side. TVRI Lampung had the standard production, education and training that structure as well as had the pattern of the standard agenda that was standardised by TVRI Nasional so as the competition between available television in Lampung if being connected with the number of advertisements too much was not worried. The agenda program of TVRI Lampung more dripped in information that totalling 50%. the aspect of education totalling 37.5% as well as the aspect of entertainment of 12,5% of the hour carried pkl 15.00-19.00 WIB. TVRI Lampung used the social marketing strategy with the concept of win win solution. So as TVRI did not sell the agenda program but looked for the partner to be asked to co-operate. The co-ordination system of TVRI Lampung was always do more important for agenda programs that his characteristics co-operated.*