

## Evaluasi perencanaan dan produksi program pendidikan Sekolah Dasar di televisi edukasi Pustekkom Dikbud = The evaluation of planning and production of education program for elementary school in televisi edukasi Pustekkom Dikbud

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### Abstrak

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Penyajian program pendidikan tidak semudah menyajikan program televisi lainnya, seperti program televisi komersial. Diperlukan keakuratan terutama untuk menentukan format yang sesuai dengan mata pelajaran, agar bisa memberikan edukasi, informasi, tetapi menghibur. Ada tiga tahap yang harus dilalui untuk menghasilkan program pendidikan, yaitu pra produksi, produksi dan pasca produksi. Untuk mengetahui hal itu, penulis melakukan penelitian dengan menggunakan metodologi penelitian studi kasus tunggal dengan pendekatan kualitatif. Penulis menggunakan teknik in-depth interview atau wawancara mendalam dengan informan Program Director, Technical Director, key informan Eksekutive Producer. Penulis juga melakukan pengumpulan data. Kemudian dari keseluruhan data yang diperoleh dilakukan kategorisasi, diinterpretasikan dan ditarik kesimpulan.

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<b>ABSTRACT</b><br>

Presentation of educational programs is not as easy as presenting other television programs, such as commercial television programs. Accuracy is required primarily to determine the appropriate format to the subjects, in order to provide education, information, but still entertaining. There are three stages to go through to produce educational programs, there are pre-production, production and post- production. To know it, the authors conducted a study using single case study methodology with a qualitative approach. The authors use the technique of in- depth interviews with informants such as Program Director, Technical Director, and the Executive Producer as the key informants as well as data collection., Presentation of educational programs is not as easy as presenting other television programs, such as commercial television programs. Accuracy is required primarily to determine the appropriate format to the subjects, in order to provide education, information, but still entertaining. There are three stages to go through to produce educational programs, there are pre-production, production and post- production. To know it, the authors conducted a study using single case study methodology with a qualitative approach. The authors use the technique of in- depth interviews with informants such as Program Director, Technical Director, and the Executive Producer as the key informants as well as data collection.]