

## IMC pada program televisi India di Indonesia = IMC on Indian television program in Indonesia

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### Abstrak

Produk Film dan serial TV India sudah bukan hal yang asing lagi di Indonesia. Banyaknya masyarakat Indonesia yang menyukai program India membuat beberapa stasiun TV nasional memutar program bertema India, salah satunya MNC TV. MNC TV bekerja sama dengan PH Shandika Widya Cinema memproduksi program "Bollywood Update". Namun sejalan dengan perkembangannya, kondisi tersebut turut memicu tingginya tingkat persaingan diantara sesama pengusaha dibidang sejenis MNC TV dan PH production house Shandika Widya Cinema harus terus menerus melakukan evaluasi strategi dan terobosan agar mampu bertahan serta terus melakukan pengembangan, merumuskan bentuk strategi baru, agar dapat bersaing. Penelitian ini dimulai dengan melakukan wawancara mendalam mengenai penerapan Manajemen Komunikasi, Komunikasi Pemasaran, Elemen-elemen IMC, dan Program TV Bollywood Update di MNC TV yang diproduksi PH Shandika Widya Cinema. Dari hasil wawancara mendalam terhadap dua narasumber dari PH Shandika Widya Cinema dapat disimpulkan bahwa kewenangan televisi dalam mengambil keputusan lebih besar dibandingkan dengan PH. Untuk itu disarankan agar TV lebih banyak melibatkan PH dalam proses kebijakannya serta mengembangkan segala potensi yang sebenarnya dimiliki oleh program Bollywood Update. Kata kunci: Manajemen Komunikasi, Komunikasi Pemasaran, Elemen-elemen IMC, dan Program TV.

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Indian TV serials and Indian movies known as Bollywood is no longer unknown in Indonesia. A lot of Indonesian people watch Indian movies and serials. It makes several national TV station in Indonesia have programs with Indian theme. One of them is MNC TV who collaborated with Shandika Widya Cinema PH production house produced an infotainment program called Bollywood Update that aired on MNC TV. But, unfortunately, the situation had created a high competition tension among players. MNC TV and PH production house Shandika Widya Cinema has to evaluate its strategy to be able to be sustainable and well developed by formulating a new strategy so that they can compete with others. The research begins with in depth interview about the practice of communication management, marketing communication, IMC Elements, and TV Program Bollywood Update on MNC TV which produced by PH Shandika Widya Cinema. From the in depth interview with the two sources from PH Shandika Widya Cinema came to a conclusion that in decision making process TV takes a bigger role than the production house itself. The researcher suggest the TV to involved the production house giving more contributions in the policy process and also develop the potentials that Bollywood Update has. Key words Communication Management, Marketing Communication, IMC Elements, and TV Program.