

Peran Section Library Dalam Menyediakan Konten dan Informasi Bagi Penyiaran Televisi X = The Role of the Section Library in Providing Content and Information for Television X Broadcasting

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Abstrak

Pada perusahaan televisi, terdapat section yang mempersiapkan program untuk membantu penyiaran program televisi yang disebut dengan Library. Section Library merupakan perpustakaan televisi yang hadir sebagai penyedia konten dan informasi berupa program tayangan untuk mendukung kegiatan penyiaran pertelevisian. Kegagalan dalam menjalankan tahapan penyiaran televisi akan menyebabkan kerugian seperti ketidakpuasan pemirsa televisi, turunnya reputasi siaran televisi dari masyarakat, dan kerugian-kerugian lain. Penelitian ini bertujuan untuk mendeskripsikan peran section Library Televisi X dalam memberikan konten dan informasi serta mengidentifikasi proses persiapan penayangan program pada stasiun Televisi X. Penelitian ini menggunakan metode kualitatif dan pendekatan studi kasus dengan pengumpulan data melalui wawancara serta observasi selama 5 bulan dari Februari hingga Juni 2024 ke tempat penelitian. Hasil penelitian menunjukkan bahwa section Library Televisi X berperan mendukung penyiaran televisi dengan melakukan penerimaan materi program, pencatatan, dan memberikan materi, dan menyimpan program tayangan milik Televisi X. Selain itu, section Quality Control melakukan cek kelayakan program dan section Master Control Room menayangkan program televisi. Kesimpulan dari penelitian ini menunjukkan bahwa peran dan proses Library Televisi X bagi penyiaran begitu penting karena section ini yang bertanggung jawab terhadap keberlangsungan kegiatan penyiaran dari mulai menerima program hingga melakukan penyimpanan program tayangan.

..... In a television company, there is a section that prepares programs to assist with broadcasting called the Library. The Library section serves as the television archive, providing content and information in the form of programs to support broadcasting activities. Failure in executing the broadcasting stages can lead to various losses, such as viewer dissatisfaction, a decline in the television broadcast's reputation, and other damages. This study aims to describe the role of the Library section at Television X in providing content and information and to identify the process of program preparation for broadcast at Television X. This research uses a qualitative method and a case study approach, with data collected through interviews and observations conducted over 5 months from February to June 2024 at the research site. The results show that the Library section of Television X supports television broadcasting by receiving program materials, recording them, providing materials, and storing Television X's programs. Additionally, the Quality Control section checks the program's feasibility, and the Master Control Room section broadcasts the television programs. The conclusion of this research indicates that the role and processes of the Library 2 section at Television X are crucial for broadcasting, as this section is responsible for the continuity of broadcasting activities from receiving programs to storing them.