

## ABSTRAK

**Siska Harliana.** *Strategi Produksi Program Siaran Lokal (Studi Kasus Kegiatan Segmentasi, Targeting, dan Positioning di iNews Bandung)*

Persaingan antara televisi ditingkat daerah semakin tinggi. Banyak media massa lokal mulai berdiri. Pemilik media harus memiliki strategi agar program yang disajikan bisa menarik perhatian masyarakat. iNews Bandung merupakan televisi nasional yang memiliki jam siar lokal dua jam perhari dan berusaha memproduksi program yang berkualitas untuk masyarakat Bandung melalui strategi pemasaran yang benar.

Tujuan dari penelitian ini adalah untuk mengetahui tiga kegiatan utama dalam strategi memproduksi program siaran lokal di iNews Bandung yaitu (1) proses analisis *audience*, (2) penentuan target *audience* dan (3) proses menjalin hubungan baik dengan *audience*.

Metode yang digunakan adalah metode studi kasus dengan pendekatan kualitatif. Data dikumpulkan melalui wawancara dengan empat informan yang memiliki peran dalam setiap kegiatan strategi pemasaran. Melengkapi data wawancara penulis melakukan observasi di Kantor Biro iNews Bandung.

Penelitian ini menggunakan konsep *STV-Triangle* yang dikemukakan Hermawan Kartajaya. Dijelaskan dalam konsep tersebut mengenai pentingnya melakukan kegiatan produksi dengan menggunakan tiga lingkaran utama strategi pemasaran. Penulis membahas lingkaran pertama yaitu lingkaran strategi yang berisi kegiatan segmentasi *targeting* dan *positioning*.

Hasil penelitian adalah (1) iNews Bandung melakukan kegiatan segmentasi yaitu menganalisis *audience* dengan mengelompokkan masyarakat berdasarkan geografis, demografis, psikografis dan perilaku untuk mencari kebutuhan yang bisa dipenuhi perusahaan. (2) *Targeting* yaitu memilih pasar berdasarkan hasil segmentasi dan kemampuan yang dimiliki perusahaan. iNews Bandung mengelompokkan masyarakat berdasarkan peluang terbesar dan mengkajinya lebih dalam untuk menemukan segmen pasar yang sesuai dengan iNews Bandung baik dari visi dan misi maupun slogan (3) Melakukan *positioning* dengan melakukan kegiatan promosi melalui medianya sendiri, media sosial, dan penjual jam siar serta menjalin hubungan baik dengan semua lapisan masyarakat melalui kegiatan kerjasama kegiatan di Bandung dan *sponsorship*.

**Kata Kunci :** iNews Bandung, proses produksi, *STV-Triangle*

## ABSTRACT

**Siska Harliana.** *Production Strategy of Local Broadcast Programs (Case Study About Segmentation, Targeting, and Positioning Activities at iNews Bandung)*

Television not only developing at the national level but also at the regional level. Even now national television give a broadcast times for local television in some areas, so there is competition happened between regional television level. Media owner must have a strategy to attract public attention from program their production. Inews bandung is the one of national television that have a broadcast times about two hours everyday and they try to production a programs with a high quality for bandung society through the right marketing activity.

The purpose of this research was find out the three main marketing strategy activities that did by iNews Bandung, that is (1) the process of audience analysis, (2) determining of audience target, and (3) the process of establishing a good relationship with the audience.

This research uses a case study method with a qualitative approach. The data were collected through interviews with four informants who had a role in marketing division at iNews Bandung. Then to furnish the interviews data, writer did an observation too at Kantor Biro iNews Bandung

This research uses the STV-Triangle concept that introduced by Hermawan Kartajaya. From his described, STV-Triangle concept give an explanation about the important of three marketing strategy circle. In this research, writer just used one marketing strategy circle, that is the first marketing strategy. In this first marketing strategy circle, explains about segmentation, targeting, and positioning.

The results, that were (1) iNews Bandung did a segmentation activity uses audience analysis by grouping them with geography, demography, psychology, and behavior to get all the audience needs that can company fulfill it. (2) Choosing target based from the result of segmentation and suit with iNews Bandung capability. iNews Bandung find the the biggest opportunity from the result of segmentation and examine that more to got the best group that suit with iNews Bandung vision and mission and slogan (3) positioning, by doing a few promotion activity with their media, social media, sell their broadcast times, and establishing a good relationship with all the levels of Bandung society through collaboration and being sponsorship.

**Keywords:** iNews Bandung, production process, STV-Triangle concept