ABSTRACT

NEWS PROGRAM MANAGEMENT STRATEGY RADIO JAK NEWS ON JAK 101 FM

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Every radio program has a strategy that makes their program becomes something that is liked by many listeners, the Jak News news program on Jak 101 FM radio is one of the news programs owned by radio music which is used as a means to get information to find out the management program strategy conducted by the Jak News editorial team. In this study, researchers used a constructivist paradigm, with qualitative methods, the technique of collecting data is done by conducting interviews and direct observation with Jak News management. In analyzing the data using coding analysis, as well as the method used for data testing is source triangulation. The results of this study are, after conducting Jak news management strategies through the stages in the planning process of the Radio News Program, namely: the stages of program planning (pre production, production, and Post Production), program execution and program evaluation. At the end, Jak News radio broadcasts the program “Jak News” with the aim of informing listeners of news that is updated and current and is useful for listeners to be able to add knowledge information about what is happening in the world.

Keywords: Management Strategy, News Program, Jak News, Radio

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