

## **ABSTRACT**

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### **PROGRAM PROCESS PROGRAMMING DIVISION OF PT. CAKRAWALA ANDALAS TELEVISI (ANTV)**

*PT Cakrawala Andalas Televisi (ANTV) is one of the media companies engaged in television industry. Practitioner carries out Professional Work (KP) activities in the programming division, quantitative research section. Armed with studying courses in Television News Production, Introduction to Journalism, and Audio Visual Media. In some of these courses, practitioner have studied related to the basic theory of rating and sharing of a program, then also learned the basic pre-production, production, and post-production stages of a program. According to practice, learning and work implementation related to programming is needed by communication students. Programming division has the responsibility to maintain the quality of a program so that it can still be a good show in appearance and assessment. By carrying out the selection, scheduling, promoting, and evaluating a program. The stages carried out by the programming division of the quantitative research section to maintain the quality of ANTV's programs are by conducting daily 30 research, Focus Group Discussion (FGD), Sales Marketing and also calculating the rating and share of a program. The work process carried out practically in ANTV quantitative research is to monitor and scheduling related to research on programs, assisting in the implementation of FGD, and assist in several off-air activities.*

**Keywords:** Programming, Quantitative Research, ANTV