

THE COMMUNICATION PATTERN IN THE COOPERATION RELATIONSHIP BETWEEN ANTV TELEVISION STATION AND KOMANDO PRODUCTION HOUSE AT PESBUKERS PROGRAM

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Abstract. The purpose of this research is to know the communication pattern in the cooperation relationship between ANTV television station and KOMando production house at Pesbukers program and to know the production process done by cooperation between ANTV television station with KOMando production house (pra-production, production, until post-production) on the Pesbukers program, as well as to find out what problems will occur in the cooperation relationship between ANTV television station and KOMando production house on Pesbukers program. This research uses a qualitative research approach, because this research requires field observation and also researchers conducted interviews with the sources related to this research to obtain valid data. This research uses relationship theory, known by the name Palo Alto Group according to Stephen W. Littejohn [4]. ANTV joined with KOMando production so that cooperate and form a relationship as "Group" or group in Pesbukers program, that is a number of people exist between relations each other and the interconnection is a structure. Sources of data used in this study consist of primary and secondary. Primary data include conducting in-depth interviews on Key Informants, such as Producer in ANTV at Pesbukers and Informant program, such as Producer at KOMando Production, and Screenwriter at KOMando Production on Pesbukers program. While secondary data include documents related to the program event as well as various libraries or expert opinions sourced from books or from links. In the triangulation stage of the data held interviews with observers, he has the experience of being a Dubber, Screenwriter, and Director in a Production House.

Keywords: Communication Pattern, Production Process, Pesbukers Program, Relationship Theory

I. INTRODUCTION

Humans need information, education, and entertainment in this life. This need for information, education and entertainment is very important and fundamental. Because with information we can find out what events are happening around us. Education is able to make us know what actions or attitudes we will take in all the situations we face. Meanwhile, entertainment can make us take a break from our busy daily routine. To meet this need, a means of communication is now available called the mass media.

Onong Uchyana in his book *Communication Science: Theory and Practice*, said that communication in its nature is the process of conveying thoughts or feelings by the communicator to the communicant. A definition made by a group of communication scholars who specialize in the study of human communication. that communication is a transaction, a symbolic process that requires people to regulate their environment by building relationships between fellow humans, through the exchange of information, to strengthen attitudes and behavior the behavior of others, and trying to change attitudes and behaviors (Romli, [1]).

Television media is the main choice of society today because television media is considered to have many advantages over other existing media. This is because television conveys messages through visual and audio simultaneously, so that the information obtained by the

audience is easier to receive. Television also has a broader reach compared to other media.

Television has succeeded in becoming one of the electronic media most favored by the general public because it is based on a variety of broadcast programs that can be adapted to people's tastes, supported by images and sound. Of the many local television stations in Indonesia, ANTV is one of the largest private television stations, which previously only broadcasted 5 hours a day. However, as time went on ANTV produced its own program for the first time in the form of actual news coverage of the DPR/MPR general session and has grown until now broadcasting various interestingly packaged news, information and entertainment programs ANTV has quickly become one of the private television media the largest in Indonesia.

The Pesbukers program, which means the Celebration Opening Party, was originally a program made specifically to accompany people before breaking the fast in the month of Ramadan. However, because the rating and share of this program are getting better, it is also broadcast on weekdays (regular). In addition, the name of the Pesbukers program is a play on Facebook, which is a social networking program that is currently becoming a trend among the community, making this program easy for the public to remember. The Pesbukers program uses the concept of "variety show" or comedy sketches, where the program incorporates hot gossip elements into the form of sketches in each episode, or themes that are happening, and so on.

The Pesbukers program is one of the programs produced from the collaboration between a television station and a production house. In making the Pesbukers program, ANTV television station collaborates with KOMando production house owned by Eko Patrio. So the authors want to know the pattern of communication in the relationship between the ANTV television station and KOMando production house on the Pesbukers program. Previously, there were several programs whose production process was made in collaboration between ANTV television stations and KOMando Production, namely SBY (*Santai Bareng Yuk*) at ANTV, Sedang In (*Selebrity Dangdut Indonesia*) on ANTV, Tahu Isi (*Berita Humor Sisi Selebritis*) on ANTV, THR on ANTV and others. In addition to KOMando production house in collaboration with ANTV television station, KOMando Production also collaborates with other television stations by making production programs, such as *Asiknya Kawin* at TPI, *Seger Bener* on SCTV, *Eko Ngegosip* on Trans TV, *Salam Sahur* on Trans 7, *Kesurupan* at RCTI, *Laki Bule Bini Jawa* in Lativi, *Duit Greget* on Global TV, Ekotainment on TV One, and others.

The author examines the Pesbukers program, because the event with the theme of entertainment is the talk of the community. Until now, the Pesbukers program has received various kinds of reprimands from the Indonesian Broadcasting Commission (KPI), because there are many jokes made by Pesbukers players who are deemed inappropriate. In making the Pesbukers program, rating and share are also factors in determining the concept that will be made next. Rating and share become one of the references whether the segment in the Pesbukers program is attractive to the audience or not.

Initially the Pesbukers program was first started on July 18, 2011 which aired every Monday - Sunday at 16.00 - 18.15 WIB during the month of Ramadan and has survived until now it has become a regular program broadcast on Monday - Friday at 16.00 - 17.30 WIB supported by ratings and shares of the Pesbukers program through the website and the Pesbukers website as well as many followers. This is the reason ANTV programming continues to be creative to present better quality Pesbukers programs. The Pesbukers program has received 5 Panasonic Global Awards, namely in 2013, 2014, 2015, 2016 and 2017 in the best comedy category.

Communication Patterns. The pattern according to the large Indonesian dictionary can be interpreted as a fixed form. The communication pattern is defined as a form or pattern of relationship between two or more people in the process of sending and receiving the right way so that the message in question can be understood (Effendy [2]).

The communication pattern is a process designed to represent the reality of the interconnectedness of the elements covered and their continuity, in order to facilitate systematic and logical thinking. Communication is a part of the relationship between people, both individuals and groups in everyday life. From this understanding it is clear that communication involves a number of people where a person

declares something to another, so that the human being involved in the communication.

According to Effendy [2] communication patterns are divided into three, namely:

1. One-way communication pattern is the process of delivering messages from the communicator to the communicant, either using media or without media, without any feedback from the communicant, in this case the communicant acts as a listener only.
2. Two-way or reciprocal communication patterns are communicators and communicants who exchange functions in carrying out their functions, the communicators in the first stage become communicants and at the next stage they alternate functions. However, by nature, those who start the conversation are the main communicators, the main communicators have a specific goal through the communication process. The process is dialogical, and the feedback is direct.
3. Multi-directional communication pattern is a communication process that occurs in more than one group where the communicator and the communicant will exchange ideas dialogically.

Flow of Thought Communication is the most important thing in activities in a company. Communication can create mutual understanding by understanding each other, especially by avoiding conflict communication. A collaboration requires communication in carrying out an activity. Communication requires people involved to achieve mutually agreed goals [3].

ANTV joined the KOMando Production House so that they collaborated and took the form of a relationship as a "Group" or group in the Pesbukers program, namely a number of people who existed in relation to one another and those relationships had the character of a structure. This opinion basically wants to explain how important the relationship or interaction factor is in a social group, because a group of people without ties to one another cannot yet be called a group. Likewise, the formation of a group is very dependent on the development of relationships between individuals as members.

Palo Alto Group is a theory by Greogy Bateson, Paul Watzawick, and other theorists who have taken an approach to understanding interpersonal relationships. When there are two or more people who communicate with each other they will do something and they interpret their relationship in the way they interact (Stephen W. Littejohn, [4]).

II. RESEARCH METHODS

In this study, the researcher used a qualitative research design with the intention of understanding and knowing more about the Communication Pattern in the Collaborative Relationship between ANTV Television Station and the KOMando Production House in the Pesbukers program. Research Locations of PT. Cakrawala Andalas Televisi (ANTV) and PT. Kompak Mantap Indonesia (KOMANDO)

The data collection techniques used were observation, interview, documentation. Data analysis techniques were performed, namely data reduction, data presentation, conclusion drawing/verification. Data Validity Check Techniques. In this study, the credibility test was used to test the validity of the data. The data credibility test was done by triangulation. Data triangulation is defined as checking data from various sources in various ways and at various times [5]. There are 3 triangulations in the validity of the data, namely triangulation of sources, triangulation of techniques, and triangulation of time. In this study, researchers used source triangulation. Source triangulation is to test the credibility of the data by checking the data that has been obtained from several sources. The source triangulation will be carried out by the researcher through interviews with Santosa Amen, namely as part of the Dubber, Scriptwriter, and Director at a Production House.

III. RESULTS AND DISCUSSION

The results of this study and discussion were obtained from the results of interviews conducted with one key informant and two informants, direct field observations conducted by researchers and secondary data. This section analyzes the communication patterns between a television station and a production house in producing a television program.

In order to get the best results in collecting the required information or data, in this study the selected Key Informants are people who have sufficient knowledge of the Pesbukers program. Key Informants who are carried out are producers at ANTV on the Pesbukers program (Rully Setia Herlambang), he has served as a producer on the Pesbukers program since 2011, he always has spectacular ideas so he is trusted to be a person who has great responsibility for the content of the content of Pesbukers program. The first informant that was carried out was a producer at KOMando Production in the Pesbukers program (Erick Bastian), he was one of the producers since the Pesbukers program was first produced, the job desk he held was the manager of behavior in the production of the Pesbukers program who was assigned to handle the program Pesbukers. Informant 2 is a script writer at KOMando Production in the Pesbukers (*Atut Ayam*) program, he is one of the scriptwriters from KOMando Production who always has spectacular ideas and will understand the storyline in concept form in the Pesbukers program.

Data collection or field interviews were carried out from January 2018 to March 2018. Interviews and data collection were carried out in two different places, namely the PT. Cakrawala Andalas Televisi (ANTV) in the Rasuna Epicentrum Complex and PT. Kompak Mantap Indonesia (KOMANDO) in the Cipinang Indah area. In making a television program, there are various types of production sources to choose from. Basically, there are 2 types of sources in program production on television, namely in-house production and joint production. In-house production is usually carried out by several television stations that have

adequate facilities and finances, because in the process of producing television programs, the costs and equipment needed are not small. Meanwhile, joint production is one way that television stations can make a television program. Joint production is done by collaborating between a television station and a production house.

In the Pesbukers program, ANTV is a television station that collaborates with a production house called KOMando Production. Both agreed to cooperate by means of joint production. The communication pattern that is carried out is the producer between the producers and the creative team between the creative teams in making the production process.

In this study, there is a multi-way communication pattern, which is a communication process that occurs in more than one group where the communicator and the communicant will exchange ideas dialogically between the two parties because in this production process they need each other so that there is a multi-way communication pattern between the two [6].

At this stage, it is related to the name Palo Alto Group, which is a theory by Greoggy Bateson, Paul Watzawick and other theorists who have made an approach to understanding interpersonal relationships. When there are two or more people who communicate with each other they will do something and they interpret their relationship in the way they interact (Stephen W. Littejohn [4]).

The pre-production process on the Pesbukers program at ANTV. In accordance with the stages that must be carried out in the pre-production stage according to Morrisian [7] in his book "*Broadcast Media Management Strategies Managing Radio & Television*" said that this stage is all ideas ranging from discussing ideas to the implementation of shooting. The pre-production stage is carried out in a collaborative relationship between ANTV television station and KOMando production house on the Pesbukers program, where they hold a meeting together to think about ideas, themes, or story concepts that will be made for the next episode 1 day before production starts, then look for guest stars according to the predetermined theme, make improvements or changes to the script, determine the stage set, properties, and wardrobe that will be used, and make thorough preparations starting from the distribution of the artist's clip-on, mic, script, breafing artist, and others.

Production process on the Pesbukers program at ANTV. In accordance with the stages that must be carried out at the production stage according to Morrisian [7] in his book "*Broadcast Media Management Strategy Managing Radio & Television*" said that this stage of all shooting both in the studio and outside the studio, the assistant producer works with the hosts and crew. trying to realize what was planned. The production stage is carried out with the collaboration between the ANTV television station and the KOMando production house on the Pesbukers program, which is checking the equipment to be used starting from the camera, clip-on, mic, thinking about gimmicks, then coordinating with the entire crew so that no miss occurs. communication, overseeing the production process,

managing the flow of the story line in each segment, and preparing talents to in-frame.

Post-production process on the Pesbukers program at ANTV. In accordance with the stages that must be carried out in the post-production stage, according to Morrisan [7] in his book "*Broadcast Media Management, Strategy of Managing Radio & Television*" said that activities included in post-production, namely editing, music, effects, and others. However, because the Pesbukers program is live or broadcast directly, in the post-production stage, there is a collaborative relationship between the ANTV television station and the KOMando production house on the Pesbukers program, namely they will conduct an evaluation with the entire crew on the Pesbukers program. Evaluations are carried out starting from discussing errors that occurred during the previous production process

The problem faced by the existence of a cooperative relationship between ANTV television station and KOMando production house on the Pesbukers program. In the Pesbukers program, problems that usually occur include ideas or content from the Pesbukers program and preparing all kinds of property tools, but in this case ANTV has more authority than KOMando Production, because ANTV has responsibility for the production of the Pesbukers program. on his television station.

As for the obstacles or obstacles that were made during the production process, namely the lack of communication among the team because everything had to be coordinated in advance with the entire crew in the Pesbukers program. In communication, there are always obstacles that can interfere with the smooth running of the communication process. So that the information and ideas conveyed cannot be received and understood clearly by the recipient of the message (receiver), for example when the producer or creative team states that a change has been conveyed to the entire team, some of them do not know the change.

IV. CONCLUSION

1. The pattern of communication in the cooperative relationship created between the ANTV television station and the KOMando production house, namely the ANTV television station is responsible for technical matters (camera, stage set, lighting, sound, and other technical tools such as HT, mic, clip-on, then preparing the property for the production process of filming, etc.). Meanwhile, KOMando Production is responsible for creative matters (idea search, idea development, handprop, gimmick search, and others).
2. In its production, the Pesbukers program has followed the provisions of the production process starting from pre-production, production, to post-production.
 - a. In the pre-production stage of the Pesbukers program, ANTV and KOMando Production held a joint meeting, starting with determining ideas, themes, content and concepts, looking for guest stars, determining the stage set and handprop to be used, to making the overall script.
 - b. At the production stage, the Pesbukers production team always conducts breafing with the entire crew to discuss predetermined concepts. At this stage the team will make various preparations before production, starting from preparing the camera, clip-on, mic, stage set, storyline, wardrobe, and all other preparations that will be used in the production process of the Pesbukers program.
 - c. In the post-production stage, usually the Pesbukers production team, both ANTV and KOMando Production, will conduct an evaluation to discuss the production process that has been carried out, from mistakes made to concepts that are considered good and will be played back for the next episode.
3. In the Pesbukers program, problems that usually occur, namely the existence of miss communication or in terms of ideas and content from the Pesbukers program and preparing all kinds of property equipment, but in this case the ANTV television station has more authority than the KOMando production house, because television stations ANTV is responsible for the Pesbukers program on its television station.

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