

ABSTRACT

TvOne shows its seriousness in implementing the strategy by presenting formats that are always innovative in terms of reporting and presentation of other programs. Like the Indonesian Damai program where the program as the only religious program on tvOne television station that has a period of life for a decade.

TVOne television station is a TV station that has consistency in religious programs, one of which is the event "Damai Indonesiaku" this program looks very different because it does not only present one religious expert but presents two or three religious experts and not only that - that's all in every the episode. What distinguishes my Indonesian peace program from other religious programs is located at the production site, where the location of my Damai Indonesia program is not only in one place but moved from mosque to mosque and produced live, where strong teamwork and strategy are needed during live. creative.

This study aims to find out the creative strategies that are applied to my Indonesian Damai program producer who has had a period of program resilience in a decade. Therefore this study discusses how the producer of creative strategy acts. The method used in this study is a qualitative method with a case study approach.

Based on this research, from 13 creative strategy elements according to Naratama, which is of particular concern to producers, namely, target audience, program format, music, clip hanger and interactive program. Special additional strategies and the most important strategies that the producer applies to developing programs are, VT Highligh, qori, quotes, location, and lecturer.

Keywords: creative strategy, producer, program existence.