

Production Management of Pebasket Sombong Youtube Content in 2023

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ABSTRACT

Keywords

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This research aims to analyze how the production management of the Pebasket Sombong YouTube Channel content is carried out using a qualitative approach by referring to George Robert Terry's production management theory. Production management is the process of managing all aspects involved in the production of a good or service, including planning, organizing, implementing and controlling. Qualitative methods are used to deeply understand the practices and strategies used by the team in producing quality content. The research results show that the Arrogant Basketball Team pays systematic attention to Terry's four main production management functions, namely planning, organizing, actuating and controlling. In the planning stage, the team focused on developing a strong content concept with deep intent and strong storytelling capabilities. Organization is carried out neatly, starting from writing scripts, selecting locations and talents, to dividing tasks within the team. During the implementation phase, the team executed the plan well with good teamwork and firmness in dealing with obstacles. Careful control is carried out to monitor and evaluate the entire production process, ensuring that the quality of the content is maintained in accordance with established standards.

1. Introduction

With the advancement of technology, the internet has become the primary means for people to access information. This is facilitated through social media platforms such as YouTube, which allow users to upload and share various types of content including videos, audio, images, and more (Nasrullah in Fauzi & Toyyib, 2021). According to data from We Are Social Hootsuite, there were 139 million YouTube users in Indonesia in February 2022, equivalent to half of the country's population (Riyanto, 2022). This fact underscores the significant role of YouTube as a tool for information dissemination.

YouTube is also utilized by various groups including celebrities and musicians to grow their audience. An example is Denny Sumargo, a former prominent basketball player who is now better known as a YouTuber through his channel 'Curhat Bang Denny Sumargo' (Saukani, 2022). Previously, the YouTube channel 'Pebasket Sombong' was used to promote basketball skills, sports, health, and playing tips. However, the challenge lies in how to manage YouTube content production to continue capturing the audience's attention, thus achieving the goal of information dissemination. The rapid development of information and communication technology has had a positive impact on the growth of online media, particularly YouTube. There is a plethora of creative, entertaining, and educational content available on YouTube. One example is the 'Pebasket Sombong' channel owned by Denny Sumargo. This channel uploads various content such as basketball games, sports, health, and playing tips.

This research aims to investigate the production management of YouTube content for Pebasket Sombong in 2023. It is motivated by the growth of YouTube as a popular video content platform with 130 million users in Indonesia. The content of the Pebasket Sombong channel has been viewed over one million times. The YouTube content production process requires well-planned pre-production, production, and post-production stages. Effective production management is crucial for producing high-quality content. Planning, organizing, coordinating, and controlling resources are necessary to achieve goals successfully and economically.

2. Method

The research methodology used is qualitative descriptive. The purpose of descriptive methodology is to methodically and accurately describe facts or characteristics of a population within a particular system or field (Tamimi et al., 2023). This study adopts George Robert Terry's production management theory, which consists of four elements: planning, organizing, actuating, and controlling (Syahputra & Aslami, 2023). The object of this research is the YouTube video content of the Pebasket Sombong channel. Data collection techniques in this study include interviews, which involve collecting information through question and answer sessions based on a carefully selected list of main issues (Vebrynda, 2020). Additionally, observation is utilized to enhance and optimize the information obtained from the interviews. Furthermore, literature review involves gathering theoretical data from various literature sources that can support the research, and finally, documentation involves the process of collecting data about the object or variables through transcripts, books, newspapers, magazines, agendas, meeting minutes, and other materials. The data analysis technique in this study is divided into several stages: 1) Data reduction, which involves summarizing, selecting key points, focusing on important aspects, and identifying themes and patterns; 2) Data presentation, which serves as a guide for determining actions according to the understanding and analysis of the data, as well as an additional means to enhance understanding of the case; 3) Drawing conclusions, which involves responding to research questions and based on data analysis, resulting in conclusions (Sasmita, 2017). The data validity technique used in this research is the Triangulation technique. Triangulation is a method that uses other sources to verify the authenticity of data. Triangulation is divided into Technique Triangulation, Source Triangulation, and Time Triangulation.

3. Result and Discussion

3.1. Result

This section The following are the results of the researcher's interview with the guide editor of the arrogant basketball player channel:

Tabel 1. Research Findings

<p style="text-align: center;">Planning</p> <p>The initial step in production is planning the concept and idea, this involves:</p> <ol style="list-style-type: none"> 1. Intention and Story telling 2. Team collaboration 3. Discussion 4. Search for references to ensure the resulting concept is in accordance with production objectives 	<p style="text-align: center;">Organizing</p> <p>Organizing teams and resources to carry out production, this includes:</p> <ol style="list-style-type: none"> 1. Division of tasks 2. Location Determination 3. Talent selection 4. Preparation of necessary equipment
<p style="text-align: center;">Actuating</p> <p>Once all preparations are made, production begins by translating the idea into reality. This involves:</p> <ol style="list-style-type: none"> 1. Taking pictures 2. Recording 3. Execution of scripts 	<p style="text-align: center;">Controlling</p> <p>The final stage is controlling the production process and ensuring the quality of the content produced, this involves:</p> <ol style="list-style-type: none"> 1. Supervision of the results of the production stages 2. Handling obstacles that arise such as weather problems or interference from outside parties, 3. Maintain content quality in accordance with previously established standards.

Source: Interviews with sources

Based on the researcher's interview with the arrogant basketball channel guide editor, connected with George Robert Terry's production management theory, it was found that the editor is responsible for creating engaging content and increasing audience (planning). This includes developing strong content concepts with deep intent and strong storytelling abilities, in line with planning principles in production management. Creating compelling titles and organizing content to reach the target audience are part of this planning process. In organizing, the editor must arrange various production aspects, including controlling views on platforms like YouTube and ensuring consistency in image editing. This relates to organizing in production management, where task division and resource arrangement are done to achieve production goals. The use of technology like PCs and editing equipment is part of the actuating stage in production management, where planned and organized concepts are implemented. Editors also need to maintain composure to generate creative ideas and manage production processes effectively, in line with the actuating concept that emphasizes plan execution. In the context of production management, maintaining production quality is an important aspect emphasized. Editors need to control sound and visual quality and ensure consistency in maintaining production standards. This aligns with the controlling concept in production management, where strict supervision of each production stage is done to ensure that the final result meets the established standards.

3.2. Discussion

Based on the results of the researcher's interview with the Pebasket Sombong channel guide editor, the Production Management of the YouTube content of Pebasket Sombong becomes the main focus in uncovering the best strategies and practices used by the team in producing quality content. In this context, the steps involved in content concept development, production process, task allocation, handling various possible obstacles during the production process, the role of the editor, and the editing process are the main highlights to understand how YouTube Channel Pebasket Sombong content production management works.

Planning process serves as a crucial foundation in every production. The interview results highlight that this stage requires a systematic and creative approach. Firstly, the process starts with a strong intent and good storytelling abilities to determine the production concept to be executed. This reflects the importance of having a clear vision before initiating any project (Hidayatulloh, 2023). Additionally, involving intensive discussions with team members and referring to various references to ensure that the generated concept aligns with the previously established production vision and goals.

The next step in planning is determining the ideas to be incorporated into the production. The interview indicates that this process involves various stages including researching references, brainstorming with team members, and contemplating on emerging raw ideas. This emphasizes the complexity of the creative process that requires solid team collaboration and openness to various inspirations from external sources (Shadrina et al., 2023). Once the ideas have been determined, the next stage is scriptwriting. This process involves not only crafting the story but also ensuring that the characters, dialogues, and storyline align with the established concept. The importance of thorough planning in formulating a strong and consistent narrative to ensure smooth production and alignment with the desired vision.

Planning also includes determining the location and selecting the right talent. The production location must be carefully chosen to fit the story's requirements and meet production standards. Selecting the right talent is also crucial in bringing characters in the script to life so that the content can be effectively delivered to the audience.

Organizing is a crucial stage in production management that ensures all production aspects are well-structured and coordinated. This process includes resource arrangement, schedule planning, and task allocation to ensure smooth and efficient production. The interview results indicate that this arrangement involves several necessary steps to ensure alignment between team members and production goals.

In this stage, the production team needs to establish a clear organizational structure. This includes defining the roles and responsibilities of each team member, such as producers, production managers, unit managers, and others. Thus, everyone in the team has a clear understanding of their tasks and how they contribute to the overall production. Furthermore, organizing also involves proper

production scheduling. This includes determining the time and place for each production stage, such as pre-production, production, and post-production. Good scheduling can help avoid overlaps and ensure that each step is carried out according to plan (Vebrynda, 2022).

During the organizing stage, it is important to pay attention to logistical coordination. This includes preparing equipment, transportation, accommodation, and other needs to ensure all production requirements are met. Good logistical coordination can prevent delays and other issues that may disrupt production (Munir & Fakhrudin, 2022). Organizing also includes budget management. The production team needs to allocate the budget wisely for each production aspect, including talent fees, production costs, and other additional expenses. This ensures that the production runs according to the established budget without sacrificing quality.

Additionally, the organizing stage also requires mature risk planning. The production team needs to identify potential risks, such as weather changes, equipment delays, or health issues, and design strategies to overcome them. This includes preparing emergency and alternative plans to keep production running smoothly (Haren, 2020). In the context of production management, inter-team coordination is also important. This involves effective communication between various departments and team members to ensure everyone works together towards common goals. Good coordination can optimize productivity and avoid confusion or overlap in tasks.

Actuating is a stage in production management where the planned strategies are implemented. This involves motivating the production team to perform their assigned tasks and execute production plans effectively. In the interview context, this stage highlights the importance of motivating and leading the team to achieve production goals effectively. Actuating involves effective communication and team motivation. Producers and production managers are responsible for providing clear guidance to team members, explaining their tasks, and motivating them to work to the best of their abilities (Febrianti & Yutanti, 2023). Open and positive communication can strengthen work morale and increase team productivity. In this stage, production leaders need to provide support and guidance to team members. This includes providing advice or solutions when the team faces challenges or issues during the production process. Production leader support can boost confidence and team performance.

Actuating also involves supervising and controlling the production process. Producers and production managers need to monitor production progress regularly, identify potential problems, and take necessary actions to address them (Muafa & Junaedi, 2020). Effective control can help ensure that production runs according to plan and achieves established goals. In production management, it is important to ensure that team members have sufficient skills and knowledge to carry out their tasks effectively. This may involve additional training or providing necessary resources to improve production quality (Hidayatulloh, 2023). Thus, developing team skills and knowledge can enhance overall production performance.

In the actuating stage, it is important to ensure that all decisions and actions taken are in line with the production vision and goals. This includes ensuring that every step taken supports the overall production goals and does not deviate from the previously established plan. Production leaders also need to ensure that all team members work with high ethics and comply with industry rules and regulations. This includes ensuring that all production processes adhere to established safety and occupational health standards.

Control is a critical stage in production management aimed at ensuring that the entire production process runs according to the established plan and standards. In the interview context, this stage highlights the importance of monitoring and evaluating production performance periodically to identify potential issues and take necessary corrective actions.

In the control stage, producers and production managers need to establish key performance indicators (KPIs) that can be used to assess production progress. These KPIs may include things like production efficiency, schedule compliance, or product quality. With clear KPIs, the production team can easily track their performance and identify areas that need improvement (Ihsan et al., 2023). Control involves collecting accurate and detailed production data. This includes monitoring production quantities, cost expenditures, production times, and other factors that affect production performance. With complete and up-to-date data, producers and production managers can make better decisions to improve production efficiency and productivity.

In this stage, it is also important to analyze the collected production data. This analysis aims to identify patterns or trends that may emerge in production performance. For example, there may be certain patterns that indicate a decrease in efficiency at certain times or quality issues related to specific processes. By carefully analyzing the data, the production team can identify the root causes of issues and take appropriate corrective actions.

Furthermore, in the control stage, producers and production managers need to develop action plans to address identified issues. These plans should include concrete steps to improve production performance, including allocating additional resources or making necessary changes to production processes. With clear action plans, the production team can quickly respond to issues and minimize their negative impact on production. Additionally, it is important to continuously monitor and evaluate the implementation of these action plans. This includes monitoring implementation progress, evaluating the effectiveness of the steps taken, and making adjustments.

4. Conclusion

Based on the results of the interview with the guide editor from the Pebasket Sombong channel and the results of the analysis using George Robert Terry's production management theory, conclusions can be drawn as follows: First, Planning, In the planning stage, the Arrogant Basketball team focused on developing a strong content concept. They start with deep intention and strong storytelling skills, ensuring that each video has a clear and compelling message for viewers. In-depth discussions and careful referencing are used to ensure that content concepts reflect the team's desired vision and values. Second, Organizing, Next, in the organizing stage, the team ensures that every aspect of production is well organized and coordinated. Starting from writing a detailed script, selecting locations and talent, to dividing tasks within the team, every step is neatly organized to ensure a smooth production. Proper division of tasks helps in ensuring good collaboration between team members and efficiency in production execution.

Third, Actuating, this stage involves implementing plans that have been prepared in the planning and organizing stages. The Arrogant Basketball Team ensures that the content concepts that have been designed are well realized in production. This involves good teamwork, decisiveness in determining production direction, and the ability to handle obstacles that may arise during the production process. Four, Controlling, In the control stage, the team monitors and evaluates the entire production process. They identify and overcome any obstacles that may arise, such as bad weather, technical problems, or logistical disruptions. By carrying out careful controls, the Sombong Pebasket team ensures that production runs according to predetermined plans and quality is maintained.

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