



Creative Strategy of the "Beware" Program on Banten TV in Introducing the Serang Javanese Language in 2023-2024

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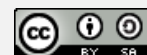
ABSTRACT

Keywords:

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This study aims to analyze the creative strategy of the news program 'Beware' on Banten TV in introducing the Serang Javanese language in 2023-2024. The focus of the study covers all stages of production, from pre-production, production, to post-production, which contribute to the formation of the creative strategy of this program. Creative strategy is a series of processes to generate innovative ideas that aim to make television programs successful and attractive to audiences. To understand the creative strategy as a whole, an in-depth analysis of each stage of broadcast production is needed. This study uses a qualitative descriptive method with data collection techniques in the form of observation, interviews, and documentation. Data were collected from speech, actions, and attitudes observed during the program production process. This study explains in detail the pre-production, production, and post-production processes applied in the 'Beware' program. At the pre-production stage, the creative strategy is developed through several main components, namely: creative brief, brainstorming, determining brand positioning, brand image, brand personality, message objectives, audience targeting, branding, proposal preparation, crew coordination, and program promotion. The production stage includes field shooting activities, video tapping processes, news script creation, and voice-over. In the post-production stage, editing, periodic evaluation, collecting feedback from viewers, and storing files on the server system are carried out. The creative strategies resulting from each stage are influenced by several factors, including strategic broadcast times, unique news content summarized from events over a week, the use of the Serang Javanese regional language, and easy access through live streaming services on the Banten TV application and the Bantentv.com website. This entire process is designed to support the creative strategy of the 'Beware' event in introducing and preserving the Serang Javanese language during the 2023-2024 period.

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1. Introduction

Television in Indonesia has experienced rapid development with the emergence of national and private television. Starting in 1962 the birth of Television of the Republic of Indonesia (TVRI) until now there have been many other TV stations, plus local television that makes the scope of certain areas only. This local television is also useful for utilizing human resources and creativity that exist among the people of certain areas.

One of the local television stations that still survives amidst the competition between national and local television stations is Banten TV. Banten TV is a local television station in Banten that used to be called BARAYA TV, which broadcasts actual information, entertainment and culture in Banten.

The information broadcasts on Banten TV are certainly inseparable from discussions of the conditions and culture in Banten itself. Talking about the culture in Banten, regional languages are one of the cultural elements introduced on Banten TV. Therefore, Banten TV has a regional language program, namely 'Beware' as a news program that helps introduce the Banten regional language.

Beware itself means 'Kabar' in Serang Javanese, this program has been broadcast since 2010 until now. Initially, this program was only broadcast on conventional television. Then with the arrival of the digital era, Banten TV certainly could not only rely on conventional TV, therefore Banten TV expanded access by holding digital media such as website streaming services and the Banten TV application itself. All of this cannot be separated from the production team who used creative strategies that were poured into the 'Beware' program on Banten TV. The creative strategy in this television program was created by the production team with the aim of making the program quality and well-produced, besides that the creative strategy of the production team also greatly influenced the production process.

In previous studies conducted by Alfatoni (2022) entitled Creative Strategy of the Lentera UPU Program Production Process, Khusna (2018) Creative Strategy of Producers in Maintaining the Existence of the Kangen Tembang-Tembung Program on ADI TV Yogyakarta, and Kristanty (2021) Implementation of Creative Strategy in Maintaining the 'Buah Hatiku Sayang' Program on Television of the Republic of Indonesia. These studies went through the process of brainstorming, production and post-production in the process of making television programs. So that it produces elements such as target audience, script language, program format, punching line, gimmick & funfare, clip hanger, tune & bumper, artistic arrangement, music, fashion, rhythm & rhythm of the program, logo & music track for ID tune, general rehearsal, and interactive program.

Several previous studies have explained the creative strategies produced by each television program, starting from the creative strategy of the production process, the creative strategy in maintaining cultural programs, to the creative strategy of children's programs. Unlike previous studies that analyzed talk shows and variety shows, this study will focus on the creative strategy of the 'Beware' program on Banten TV in introducing the Serang Javanese language through news broadcasts that use the Banten regional language.

2. Method

This study uses a descriptive type with qualitative research that produces descriptive data in the form of written or spoken words from people and observable behavior. This study will focus on how creative strategies on the 'Beware' program on Banten TV are used to introduce and preserve the Serang Javanese language.

In this research on the creative strategy of the 'Beware' program on Banten TV in introducing the Serang Javanese language, data collection techniques will be carried out with observation, in-depth interviews, and documentation. In the observation, observations were made of the production process that occurred at Banten TV, interviews were conducted with the Banten TV creative and production team, and documentation was conducted on the live streaming archive of the 'Beware' program on the official Banten TV website.

3. Result and Discussion

3.1. Stage of The Production Process

Pre-production

A. Creative Brief

a) Brainstorming

In this creative guide, good communication between teams is needed so that the ideas created can be discussed well and clearly. The Banten TV creative team said that the way to communicate to determine a strategy or planning is by implementing the concept of active discussion and brainstorming. As for the Beware Program, it directly involves the host who also acts as a producer who is indeed a resident of Serang City who understands and is used to using the Serang Javanese

language "Jaseng". All of these processes are in accordance with the definition of brainstorming in Kusuma (2022) which is a process when a group tries to find solutions to certain problems by collecting all the ideas contributed by its members spontaneously. The definition of brainstorming was put forward by the American advertising figure, Alex Osborn, who pioneered this creativity technique in the 50s, quoted from Andy Green's book entitled *Creativity in Public Relations*.

The 'Beware' creative team also applied mind mapping techniques to expand the range of ideas generated. In this way, they can link ideas to each other, resulting in more integrated and innovative concepts. This approach is in line with Susanto's opinion (2021) which states that mind mapping can help groups visualize relationships between ideas, increasing creativity in the brainstorming process. In a broader context, the use of brainstorming sessions is not only limited to collecting ideas, but also as a means to improve cooperation between team members. This is supported by research from Hidayat (2023) which shows that brainstorming can increase team synergy and create an environment that supports creative collaboration. Therefore, the brainstorming session conducted by the 'Beware' creative team became warmer or with a family atmosphere because of the close relationship that was established from the brainstorming session itself.

b) Brand position, brand personality, and brand image

The three components in the context of the brand must be fulfilled by a television program, because each brand has different qualities in building branding. According to Sutanto (2021), clear brand positioning will help the audience recognize the unique value of the program. In this case, the 'Beware' program succeeded in creating a strong brand position by presenting local content that is relevant to the Serang community.

On the other hand, the brand personality of the 'Beware' program is displayed through a close and friendly communication style, creating an emotional connection with the audience. This is in line with Widiastuti's (2022) view which emphasizes the importance of brand personality elements in building engagement with the audience.

Finally, the brand image built by the 'Beware' program creates a positive image in the minds of the public, reflecting trust and credibility. According to Arief (2023), a strong brand image can increase audience loyalty, so that the program can survive amidst fierce competition in the media industry.

c) Audience Target

Determining the audience target in the creative strategy making stage is also no less important, because the audience target is the target that will be targeted when the 'Beware' program is aired. The way the Banten TV creative team determines the audience target that is suitable for this program is by looking at the majority of loyal Banten TV viewers who are indeed dominated by Serang City residents. Moreover, Banten TV itself is also domiciled in Serang City, and there are still many Serang City residents who like to talk in Jaseng Language. The creative team conducted market research to understand their audience's demographics and preferences. According to Rinaldi (2022), a deep understanding of audience characteristics helps in creating content that is relevant and interesting to them. By paying attention to the audience's habits and interests, the creative team can adjust the 'Beware' program to better suit the audience's expectations.

In addition, they also utilize feedback from viewers through social media and surveys. This is in accordance with Pratiwi's opinion (2023) which states that direct interaction with the audience can provide valuable insights into what the audience wants and needs. In this way, the Banten TV creative team is able to create more interactive and participatory programs. Furthermore, proper audience segmentation is also a key factor in determining content strategy. According to Sari (2021), audience segmentation allows television programs to reach specific groups more effectively, thereby increasing audience engagement and loyalty. In this context, the 'Beware' program successfully targeted residents of Serang City and its surroundings with relevant and local language content.

d) Selling Idea

Creative ideas are the mainstay in determining the creative strategy of a television show. In this program, the creative team of 'Beware' explained that the selling idea contained in this program is by selecting news that does have value and is directly related to the condition of society in Banten, especially Serang City. The creative team of the 'Beware' program focuses on news that is related to the lives of people in Banten, especially Serang City. The news that is raised involves social issues,

culture, and events that are not widely covered by the mainstream media. This approach gives the impression that the 'Beware' program is closer to the local audience and is able to represent the information needs that are appropriate to their background. As explained by Hidayat (2021) about how the use of regional languages in the media, including television, can strengthen local cultural identity while increasing audience engagement. Local languages help create a stronger emotional attachment between the program and the audience, especially when the audience feels that their cultural identity is represented in the media.

One of the main strategies used is the use of Serang Javanese as the language in the 'Beware' program. The use of this regional language not only strengthens the program's identity but also adds to the appeal for local audiences who feel more emotionally connected. This language is considered capable of reviving the richness of local culture and giving a sense of pride to its audience. Dewi Santoso (2020) emphasizes the importance of innovation in choosing news that is unique and relevant to the audience, as well as how a creative approach can increase the appeal of a program. The news concept chosen in the 'Beware' program tends to be unique news or events that are not widely covered by other media. This is one of the differentiating elements that gives this program added value compared to more general news programs. Creativity in choosing relevant and unique content is an important key in forming the selling idea of this program. This was emphasized by Fauzi (2019) who said that local-based strategies are used by regional television programs to increase relevance to local audiences. Fauzi identified that content that is relevant to everyday life and uses a local cultural approach can increase audience loyalty to the program.

B. Message Objective

The 'Beware' program is designed to meet the information needs of the Banten community, especially those living in the Serang area. Therefore, determining the main audience is the basis for determining the purpose of the message. The messages to be conveyed through this program always focus on local issues that are relevant to the lives of the local community. This makes the audience feel like the program is speaking directly to them. Fauzi (2020) said that the existence of local media can utilize local cultural and language elements to strengthen the message to be conveyed to the audience. Local media that are able to use local culture effectively, including language, can create communication that is more relevant and closer to its audience.

In the use of Serang Javanese in delivering news, it becomes an important element in determining the purpose of the message. This language not only brings the audience closer emotionally to the program, but also provides a strong sense of local identity. With familiar language, the messages conveyed become easier to understand and accept by the local audience. Sri Lestari (2019) explains the importance of a deep understanding of the local audience in designing an effective communication strategy. Furthermore, messages that are tailored to the needs and socio-cultural context of the local audience are more likely to achieve the desired communication goals.

The creative team of 'Beware' also realizes the importance of building an emotional connection with the audience so that the message they want to convey can be well received. By presenting news and information that is close to people's daily lives, such as local events and social issues that affect them, the audience feels that this program represents their interests. This creates a sense of ownership of the program and the message conveyed. The impact of using regional languages in increasing the acceptance of media messages, as explained by Hidayat (2021) regarding the regional language used by local media, is able to create a stronger emotional connection between the program and the audience, so that the message conveyed is easier to accept and understand.

C. Targetting

The search for the audience target is done by researching the community that matches the program that is to be broadcast. The audience target in the 'Beware' news program is the loyal Banten TV audience with an average age of 35 years and above. This audience is selected based on their tendency to seek relevant local information, presented with a language and cultural approach that they are familiar with. The approach used to determine this audience involves demographic analysis, viewing behavior, and interest in local issues. Based on the research results, the creative team of 'Beware' determined that the main audience for this program is individuals aged 35 years and over. Viewers in this age category tend to be more interested in local news that is relevant to their daily lives. In

addition, they are also loyal television viewers who still use this media as their main source of information, especially for those who live in areas with limited access to the internet. Handayani (2020) said Handayani how viewers aged 35 years and over tend to be more attached to television media as their main source of local information, making them an ideal segment for programs like 'Beware'.

Before determining the audience target, the creative team of the 'Beware' event conducted a survey on the viewing behavior patterns of the Banten community. From the research results, it was found that viewers aged 35 years and over tend to look for programs that are informative but still relevant to their local lives. This makes 'Beware' the main choice for audiences looking for unique news that is directly related to their community. Zulfikar (2021) observed changes in audience viewing behavior in the digital era, especially in areas with limited internet access, which showed that the age group of 35 years and over still tends to rely on local television as the main source of news and information, so programs that are relevant to their local needs have a greater chance of success.

D. Branding

Branding become a characteristic of a program so that it leaves an impression and is easily remembered by the audience who watches the program. The 'Beware' program has the branding "TV Kebanggaan Banten", with the hope that it can become a channel for disseminating information that is proud of the Banten community. The tag line is related to the creative strategy of the 'Beware' program which wants to introduce Serang Javanese as the cultural language of Banten. That way, the Banten community, especially the city of Serang, will easily remember the program as a program that has its own efforts in preserving and introducing Serang Javanese as the regional language of Banten.

One of the main elements in the branding strategy of the 'Beware' program is the tagline "TV Kebanggaan Banten." This tagline reflects the aspirations of the Banten TV creative team to create a program that is not only informative, but also able to represent the identity and pride of the local community. By carrying local pride as the main theme, 'Beware' strives to build emotional attachment with the audience, so that this program is not just a news program, but also a symbol of community pride. This is in accordance with research conducted by Puspita (2019) which explains how local television can use local cultural elements as part of their branding strategy. Puspita shows that television programs that are able to represent local culture in their branding tend to get greater engagement from the audience. This is very relevant to the creative strategy of the "Beware" program in introducing the Serang Javanese language as part of their brand.

The branding of the 'Beware' program also includes efforts to preserve the Serang Javanese language, which is used as the language of instruction in delivering news. This is one of the unique features of the 'Beware' program that distinguishes it from other news programs. By carrying regional languages as the main element, this program is not only a medium of information, but also acts as a means of cultural education. The use of Serang Javanese strengthens the positioning of 'Beware' as a program that is relevant to local audiences and adds to the appeal for people who want to see their culture represented in the media. Nugraha (2020) discusses how strong branding can influence audience loyalty on local television, where audiences who feel connected to the program's identity through branding tend to become loyal viewers. The creative strategy of the 'Beware' program in creating branding based on Banten's local pride strengthens the appeal of this program to the local community.

E. Making a Proposal

This stage is the most important part of the pre-production stage, after discussing the program concept, creative ideas, creative strategies, targeting and objectives of the program, the next step is to submit a program through a proposal. There is no standard correct form in this proposal, but the contents of the proposal must be clear so that the program can run smoothly. In the 'Beware' program, the contents of the proposal include:

Contents of the 'Beware' Event Program Proposal	
Program idea	News with the concept of the regional language of Serang Java.
Master of Ceremony	The presenter can speak Serang Javanese and is also a native of Serang, Banten.
Properties provided	Table, laptop, camera, prompter, lighting, audio, and green screen.
Program title	Beware
Program objectives	To introduce and preserve the Serang Javanese language to the Banten community.
Target audience	Banten TV's loyal audience has an average age of 35 and above.
Display format	Serial news program, Wednesday at 19.00 WIB, 30 minutes.
Treatment show	A news program presented by presenters who speak regional languages, followed by a news video with a voice over in Serang Javanese.
Production method	News is taken in the field and then edited and given a voice over, the shooting is done using the tapping technique in the studio and then edited.
Budget plan	Adjusted to the number of crew operating on production day.
Script	The news script was written by a linguist and carried out directly by a presenter who was fluent in Jaseng

Figure 1. Table of contents of the program proposal 'Beware' on Banten TV

F. Production Crew Coordination

In the coordination of the Banten TV production team, this is done through a division of tasks with a rolling system. At least the person on duty on the day the 'Beware' program airs is not necessarily the same person. The division of tasks includes, rechecking the news script, ensuring that the camera monitor is connected to the master control room, ensuring that the audio is working properly, ensuring that the camera is recording properly and ensuring that the memory storage on the camera is full.

The rolling system is used to avoid fatigue of the crew on duty, ensure that the entire team understands various aspects of production, and provide flexibility in scheduling. By regularly rotating crew members, each member gains experience in various areas of duty. It also helps to avoid dependence on a particular individual, so that if a problem occurs with one member, another can immediately fill the position without disrupting the production process. In accordance with what was said (Widyawati 2019) regarding how a clear and structured division of tasks in television broadcast production can increase efficiency. Widyawati emphasized the importance of the rolling system in ensuring smooth production and reducing excessive workload on certain individuals.

In a good coordination system, it is achieved by clearly dividing responsibilities. Each crew member has a specific role, such as a news editor who is in charge of rechecking the news script before broadcast, a camera operator who ensures image quality, and an audio technician who ensures the sound system is functioning optimally. This structured division of roles reduces the risk of technical errors during the production process and ensures that all aspects of production run according to plan. This is in line with how effective coordination between production crews can minimize the risk of technical errors during live broadcasts, in Rinaldi's research (2020) explains that good communication and rechecking before broadcasting are the keys to success in television program production, in accordance with the practices implemented by the 'Beware' program crew.

In addition to the coordination carried out with the crew before the 'Beware' event aired, the crew rechecked all technical aspects. The camera and audio equipment were checked to ensure they were properly connected to the master control room. The memory storage on the camera was also checked to ensure there were no capacity issues during the recording process. This coordination is a key step in minimizing errors that can occur during a live broadcast. Similar to Nuraini (2021) who studied the effectiveness of the division of tasks in a television production team, especially in the context of live broadcasts. This coordination shows that well-defined roles and rechecking all technical equipment before broadcast are key to reducing the potential for technical problems during broadcasts.

G. Program Promotion

Program promotion is carried out so that the Banten community who faithfully watch Banten TV know that there is a news program in Serang Javanese. One of the main ways the Banten TV creative team promotes 'Beware' is through advertisements in between other programs on the same channel. Program promos are aired as commercial breaks to introduce the 'Beware' program and remind viewers of its broadcast time. These advertisements highlight unique elements of the program, such as the use of Serang Javanese and news themes that are directly related to the Banten community. Regarding effective promotional strategies to increase the popularity of local television programs. Putri (2018) said the importance of advertising on the television channel itself and targeted social media management to reach a wider audience. This strategy is in line with the promotion carried out by the Banten TV creative team through television break advertisements.

When airing the promotion of the 'Beware' program among other popular programs, the Banten TV creative team can maximize the program's exposure to relevant audiences who are already familiar with the channel. According to Ariyanto (2020), placing advertisements in programs that are thematically related to the promoted program can increase the effectiveness of the advertisement because the audience feels more relevant to the content offered. Because the repetition of the advertisement in various broadcast time slots helps strengthen the brand awareness of the 'Beware' program. The more often the audience sees the same advertisement, the more likely they are to remember the program and watch it. Rinaldi (2020) explains that repeating advertisements at various strategic broadcast times, especially in prime-time slots, can increase the likelihood of the audience watching the program and help increase television show ratings.

Production Process

A. Field Shooting

This process is carried out by the Banten TV production team according to the location that has been determined for shooting news in the field, such as the DPRD building, DINKES and other places in Banten. The equipment that needs to be brought is a camera, audio, camera tripod, camera battery, and memory card. The production team that goes to the field is usually in accordance with the production crew's work schedule, the crew involved are:

Table 1. List of crew on duty in the field

News Crew in the Field	
Job Description	Name
General Affair	Haerudin
Editor in chief	Andika Ilman
Managing Editor	Lilik Hulwatun Nimah
Journalist	1. Rio Anggara (Editor) 2. Darma Wijaya 3. Ranga Eka Putra 4. Aliyandra Ibrahim 5. Nano Sukama
Program Manager	A Ferry Setiawan
Presenter	1. Rita Darmayanti 2. Qonita Malina Amalia
Creative	1. Tanti Nur K (Coordinator) 2. Tb Randy Purwa
Cameraman	1. Reno Fitriadi (Coordinator) 2. Arga Fajar 3. Adin Nuryadin 4. Samsir

The process of shooting in the field requires good concentration and clear image quality, plus the 'Beware' program is a news program that provides information to the public. Rachman (2022) explains that shooting news in important locations such as government buildings requires careful planning, including choosing the right location and equipment, such as cameras, audio, and other supporting accessories. Then for equipment, it is also mentioned in Setiawan (2021) who said that the production team must prepare various equipment such as tripods, spare batteries, and memory cards to ensure that the shooting process runs smoothly without technical problems. Therefore, all shooting in the

field must consider locations that are relevant to the news being reported, as well as ensure that all the equipment needed is available and in good condition (Handayani, 2023).

B. Tapping Video Capture

This process is carried out in the Banten TV news studio, with live or non-live video tapping. This tapping format is carried out because the 'Beware' program is broadcast once a week, which broadcasts news summaries from the past week, so it takes time to collect unique news in a week to be broadcast on Wednesday at 7 pm. This video recording was carried out by the 'Beware' host, namely a presenter who is a native of Serang Banten. The crew in charge of taking the video tapping are as follows:

Table 2. List of crew on duty in the studio

Tapping Video Studio Crew	
Job Description	Name
Cameraman	1. Reno Fitriadi (Coordinator)
	2. Arga Fajar
	3. Adin Nuryadin
	4. Samsir
Master of Ceremony	Lilik Hulwatun Nimah

The video tapping was done because this program was not broadcast live, and the video format displayed in this program was reported in Serang Javanese which allowed for prior editing. Rachman (2022) said that the tapping format on news programs provides flexibility for the production team to collect and compile news more effectively, especially for programs that are broadcast weekly. Then Setiawan (2021) also added that news programs that are broadcast once a week require a planned video recording process, so that the team can summarize important news well and broadcast it on a predetermined schedule. Then because the presenter of the 'Beware' program is a native Serang resident who is an expert in Serang Javanese, this video tapping was easily mastered because local presenters often have a better understanding of the news context in their area, making it an ideal choice for presenting news programs that focus on local events (Handayani, 2023).

C. News Script Creation

In creating the news script for the 'Beware' program, the Banten TV production team entrusted the writing of the script to a presenter who is a native of Serang Banten. This is done because the presenter not only functions as a host, but also as a producer who has a deep understanding of the local context and culture of the people in the area. According to Rachman (2022), the creation of news scripts by local presenters can provide a more accurate and in-depth perspective on issues that are relevant to the local community, especially when they understand the cultural context and language used.

The process of creating a news script begins with collecting reports from the crew on duty in the field. This crew is responsible for reporting various incidents and events that occur, which are then sent to the presenter. The information received is then analyzed and processed into a script that is ready to air. Setiawan (2021) stated, In a news program, collaboration between the presenter and the field crew is very important. Presenters who come from the area can interpret news reports more appropriately, creating a better connection with the audience.

After the information is collected, the presenter will translate the script into Serang Javanese, so that the information conveyed is closer and easier to understand for the local audience. Handayani (2023) added, Adapting news scripts into regional languages, such as Serang Javanese, allows the message to be conveyed closer to the local audience, making the information more relevant and easier to understand. Thus, the creation of news scripts in the 'Beware' program is not only aimed at presenting information, but also at establishing strong ties with the local community through the use of appropriate language and cultural context.

D. Voice Over

This process is carried out after the news script is completed, where at this stage, the script that has been written in narrative form will be recorded as background sound that fills the stock video taken in the field. This sound recording is of course taken over by the presenter of the 'Beware' program, who

has expertise in Serang Javanese. The presenter's ability to master the regional language is very important to ensure that the narrative delivered can be well received by local viewers. Rachman (2022) said that, The presenter's skills in using regional languages allow them to convey information in a way that is more interesting and relevant to the audience they serve.

In addition to recording the narrative, the role of the presenter in the 'Beware' program is not limited to delivering news. They are also responsible for interpreting information that has been collected from field reports, as well as adjusting the delivery of the material to better suit the local culture and context. Then Setiawan (2021) explained that effective news presentations require a deep understanding of the audience and cultural context, so that presenters from the community can deliver the news more authentically.

Post Production Process

A. Editing

After the shooting process from the field is complete, the next step is to select videos that are in accordance with the news script that has been created and recorded in the form of a voice-over. This selection process is very crucial to ensure that each selected video clip can reflect the content and nuances of the narrative that has been expressed by the presenter. Rachman (2022) explains that harmony between images and sound is very important in presenting news, because this can improve the audience's understanding of the information conveyed. Once the relevant videos are selected, the previously recorded voice-over will be combined by the editor with stock footage that has been taken in the field. In this case, the editor plays an important role in creating harmonious visual and audio continuity, so that the news story can be conveyed clearly and interestingly. Setiawan (2021) explains that editing is a determining stage in news production, where the editor's creativity and technical skills greatly affect the final quality of the broadcast.

The 'Beware' program is a news program, the approach used in the editing process does not require complicated techniques. Editing is done simply by using the cut to cut method, where the selected video clips are arranged sequentially, as well as the addition of a news layout to provide additional context and information to viewers. Handayani (2023) added that a concise and direct news format is very important in maintaining the audience's attention, so the selection and arrangement of videos must be done carefully.

B. Evaluation

The television program evaluation process is a very crucial stage to ensure the quality of the broadcast and identify areas that need improvement. As stated by McQuail (2010), Media evaluation is not only about assessing the content, but also about understanding its impact on the audience and how the program can be developed. At Banten TV, the creative team conducts evaluations for the 'Beware' program periodically, every two weeks. This evaluation meeting involves all team members, including interns, who are an important part of the production process. According to Gunter and Wykes (2009), the involvement of interns in the evaluation can provide new perspectives and help them understand the dynamics of television production. Therefore, the performance of interns is not only considered in the context of the program production, but is also assessed specifically during the evaluation.

In this way, Banten TV not only monitors the progress and shortcomings of the 'Beware' program, but also provides opportunities for interns to learn and contribute actively. This is in line with Stokes' opinion (2013) which states that evaluations involving all parties can increase the sense of responsibility and collaboration within the team. Through this process, Banten TV strives to continuously improve the quality of broadcasts and provide interns with valuable experience in the television industry.

C. Feedback

Banten TV has received very positive feedback from the Banten community regarding the 'Beware' program, which is recognized as a program that is not only educational but also provides significant benefits to its viewers. As stated by Jones (2011), educational television shows can serve as an effective tool to raise public awareness and encourage active participation. The 'Beware' program has succeeded in presenting unique and relevant actual information, as well as contributing to the

preservation of the Serang Javanese language. This is very important, considering that the use of regional languages in everyday life can strengthen the cultural identity of the community. According to Nurdin (2015), the use of regional languages in the mass media not only maintains the preservation of the language, but also strengthens social ties between communities.

In addition, the concept of broadcasting news that summarizes unique news from the previous week is increasingly attracting public attention. This concept not only presents the latest information but also creates great curiosity among viewers about the news that will be broadcast on the 'Beware' program. This is in line with the view expressed by Habermas (1989), who argues that the media has an important role in building a public space where information and discussion can develop. In this way, 'Beware' is not only a source of information, but also functions as a bridge to strengthen cultural and social awareness among the Banten community. The success of this program reflects how the media can be a positive and influential agent of change in people's lives.

D. Document Storage

The storage of news documents from the 'Beware' program is an integral part of the information management system at Banten TV, where all important data and materials are stored centrally on a server connected to all computers used by the crew. With this system, every team member, from journalists to editors, can access information easily and quickly, increasing the efficiency of collaboration in show production. Lamberton and Minor (2013), said that good data management in a media organization not only speeds up the workflow but also improves the quality of the content produced.

During the final editing process, video tapping and field shots will be saved back to the Banten TV server. This storage is carried out with a folder system that has been sorted in the server library, where each folder is intended for a specific type of content to facilitate future browsing and access. This approach reflects best practices in data management, where systematic arrangement can prevent confusion and data loss. According to James and Joseph (2020), an organized storage structure in digital media is key to maintaining consistency and ease of access to information. In this way, Banten TV ensures that the entire process of storing and managing news documents is carried out efficiently and effectively, supporting the production of high-quality broadcasts for its audience.

3.2. Creative Strategy of The 'Beware' Program in Indroducing The Javanese Serang Language

The news program 'Beware' broadcasted by Banten TV is an innovation in the world of broadcasting that not only utilizes conventional television, but also digital platforms. In every stage, starting from pre-production involving in-depth research and data collection on the Banten community, then the production process that utilizes the latest technology to produce high-quality content, and post-production that includes editing and distributing content to various channels, this program is designed with careful creative strategies. All of these steps contribute to the success of the 'Beware' program in delivering relevant and interesting information, so that the purpose of creating this program to introduce and preserve the Serang Javanese language is supported by several creative strategies that occur during the production process of this 'Beware' program.

A. Strategic Broadcast Scheduling

One of the main reasons behind the popularity of the show 'Beware' is its unique broadcast time, which is only once a week. According to the creative team of the show 'Beware', seeing that with limited broadcast time, people do not feel bored and instead look forward to each episode. This approach creates a moment of exclusivity that makes loyal viewers wait. This is in line with communication theory which states that repetition and control of broadcast frequency can increase audience interest and loyalty (McQuail, 2010).

The news program 'Beware' broadcasted by Banten TV offers various innovations in presenting local news content, however, there are significant challenges related to the broadcast time which is scheduled at 7 pm. Although this broadcast time has been set to attract the attention of viewers, there are important considerations regarding the impact on viewers who have an early bedtime routine. This inefficient broadcast time has the potential to be a problem for some people, especially those who have work obligations or other activities that require them to sleep early. Research shows that a regular

sleep routine is very important for a person's physical and mental health (Hirshkowitz et al., 2015). Viewers who want to enjoy the 'Beware' show but have to compromise on their sleep time may experience negative impacts, such as fatigue or lack of focus the next day.

The broadcast schedule of 'Beware' is often delayed due to special events broadcast on the same day. This can create uncertainty for viewers. Uncertainty about broadcast times can cause viewers to lose interest or even switch to other, more regular programs. In order to increase audience reach and satisfaction, the 'Beware' creative team needs to consider adjusting the broadcast times. More flexible broadcast times, such as earlier in the evening or even during the day, can help reach a wider audience. For example, research shows that broadcasts scheduled at earlier times can attract more viewers, especially those with earlier bedtimes (Cohen & Watanabe, 2020).

B. Unique and Relevant News Content

The news program 'Beware' broadcasted by Banten TV carefully presents unique news from the previous week, referring to the results of in-depth research conducted by the Banten TV team. In the research, they found that the Banten community has a very high interest in news that is not only informative, but also interesting and unusual. The Banten TV creative team explained that they specifically focused on news that has unique elements, considering that the Banten community tends to like content that is different from conventional news shows that are often monotonous. This is in line with the findings of Katz and Blumler (1974) who said that the presentation of unique content can increase audience engagement and appeal, which also explains how important innovation is in delivering news to attract audience attention and increase their involvement.

In addition, research conducted by McQuail (2010) emphasized that media must be able to adapt to audience tastes and preferences to remain relevant, which is one of the basic principles in developing the 'Beware' program. Furthermore, research conducted by Papacharissi and Rubin (2000) also showed that audiences tend to be more engaged with content that offers new and refreshing perspectives, which explains why the unique news presented in this program managed to attract the attention of viewers. Thus, the creative approach taken by Banten TV in presenting this news show is not only relevant, but also effective in meeting the information needs of the Banten community.

C. Use of Regional Languages

The 'Beware' program uses Serang Javanese as the language presented on the show, which is indeed intended for the Banten community. The Banten TV creative team added that the use of regional languages in this program is not only to attract attention, but also to preserve and introduce local culture. This is in line with research stating that media that uses regional languages can increase community attachment and ownership of the content (Hofstede, 1980).

The use of local languages also helps create an emotional connection between the program and the audience, as expressed by Delia (1996), who revealed that the language used in mass communication plays an important role in building cultural identity and strengthening a sense of community. Thus, the program not only functions as a medium of information, but also as a means to celebrate local identity. In addition, research by Dervin (1992) shows that when audiences feel represented through their language and culture, this can increase satisfaction and loyalty to the content presented. The approach taken by 'Beware' in using Serang Javanese shows a commitment to providing a more in-depth and relevant experience for the Banten community, as well as ensuring that local culture remains alive and appreciated.

D. Accessibility Through Digital Media

One of the main innovations in the 'Beware' program is the use of digital streaming platforms. The creative team explained that with streaming services, people who are not at home or cannot reach television can still watch this program anytime and anywhere. In accordance with what Katz (2009) explained that easy access to information through digital platforms is very important in attracting audience interest, especially in today's digital era. Streaming services can be accessed through the Banten TV application and website which allows people to stay connected to the news they like, even when they cannot watch it live.

Pew Research Center (2016) shows that the use of mobile devices to access news has increased significantly, so the media must adapt to the needs of an increasingly modern audience. This emphasizes the importance of Banten TV in providing easy access for their viewers. As a supporter

of the importance of this innovation, Castells (2012) stated that the digital era has changed the way we interact with information and media, where connectivity is a key element in delivering news. Therefore, the use of streaming platforms in the 'Beware' program not only meets the audience's needs for more flexible access, but also creates space for more dynamic interactions between the media and the audience.

Looking at the creative strategy process, pre-production, production, and post-production processes, the creative strategy process that occurred in the Banten TV 'Beware' event in introducing the regional language of Serang Java is as follows:

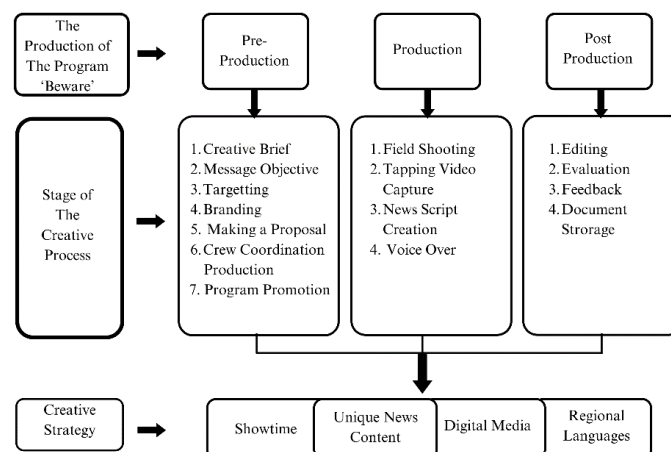


Figure 2. Creative strategy process chart in Banten TV's 'Beware' program

4. Conclusion

This research indicates that the pre-production process of the 'Beware' program involves several key components, such as creative discussions to generate ideas, brand positioning that emphasizes local content from Banten, and the development of a positive brand image within the community. This program is targeted at the Banten community, particularly viewers aged 35 and over, focusing on unique news presented in the Serang Javanese language. The creative strategy is supported by a weekly news broadcast and easy access through the Banten TV application. However, the main challenge lies in the inefficiency of broadcast hours, which can hinder access for viewers with early bedtimes. Evaluation and feedback from the audience are conducted periodically to improve program quality, and file storage is well-managed to support program documentation.

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