
THE ROLE OF WOMEN ON COMMUNICATION BETWEEN THE PRODUCTION ASSISTANT PRODUCTION WITH CREW PROGRAM “MORNING CALL” AT MEDIA NUSANTARA CITRA MUSIC CHANNEL

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ABSTRACT

This research aims to determine how role of women on communication between Production Assistant with Production Crew on Magazine Program 'Morning Call' in Media Nusantara Citra Music Channel? How the external system and internal system communications group that they do? The research method used was a qualitative approach and descriptive exploratory method with data collection obtained from observations direct and depth interviews with informant. Data obtained through library research and documentation of the various media, both print and online. The results showed that the three essential elements in the group communication George C. Homans is all of the activities, interactions and feelings that are conducted by Production Assistant and Production Crew on magazine program Morning Call in Media Nusantara Citra Music Channel. The three elements forming something called external systems communications group. External system communications group at their disposal eventually formed an internal system communications group. Studies conclusion was a feeling shared by members of the group on the external system should go beyond that. Thus forming a set of activities and interactions that the new so-called internal systems. This means that the external system and internal system of communications group occurs that results from the interaction of each member of the group with a Production Assistant and Production Crew did influence the feelings they have. The influence of shape differentiation that ultimately distinguishes the task of communication with the communication process Production Assistant and Production Crew did on magazine program Morning Call in Media Nusantara Citra Music Channel. Theoretical suggestion is a working research communications group by using the theory of the External System and Internal Communication System George C. Homans with different subjects in future research. Practical advice, Production Assistant, Production Crew and the entire production team Morning Call is expected to always maintain and further improve the group communication that had been done.

Keywords: The Role of Women, Communications Group, Production Assistant, Production Crew.

INTRODUCTION

Television has a tremendous appeal to life, humans who are used to television means humans who have extension of eyes and ears, such a phenomenon psychic will certainly give birth to demands on Human Resources (HR) who are involved in it in order to strive to bring forth fresh ideas quality as well as selling. The selection of diverse event formats has become one of the surefire ways to attract our heterogeneous audience. The increasing number of new television stations add to the tight competition especially in the entertainment segment, from which many of our national private television are make breakthroughs in order to remain exist in television and reach highest rating event.

One of the programs of television broadcasting in the exciting entertainment segment is magazine. Broadcast program magazine is known in Indonesia as a program air magazine. This broadcast program not only highlights one point problem, but rather to discuss one area of life, such as women, movies, education, and music displayed in fixed and presented rubrics through various formats. Magazine's broadcast program is not a news broadcast, therefore it, the serving style, appearance and costume renderers also need to adjust with the program's specifications. The existence of the current broadcast magazine program is still rife in airing by television.

Magazine program on television usually only presents the video clip and performance of a band or solo singer. Different from magazine programs usually, Morning Call is much more educative. Every day Morning Call contains different knowledge themes. The concept is like radio also makes Morning Call different from other event magazine programs. Good programs are generated by good communication in them.

Group communication as well as interpersonal communication involves two or more individuals who are physically adjacent to who communicate it and answer messages both verbally non-verbally. Women's role in group communication between Production Assistant and Production Crew in the Morning Call magazine program must be clear and well conveyed in order to be accomplished well in order to achieve the main objective of shooting that has been made during the production meeting. In the end, all teams produce broadcast programs that are able to compete by displaying their flagship programs that can attract viewers to generate stable rating-share. The stable share of the Morning Call program in Media Nusantara Citra Music Channel is the reason for program selection and TV channel chosen by Researchers. So the Researcher wanted to know the group communication done by Production Assistant with Production Crew Morning Call program in Media Nusantara Citra Music Channel.

Reason Researchers chose Morning Call magazine program to be examined is because among the programs that aired MNC Music Channel is the only program magazine they produce. In addition, according to rating-share of all programs broadcasted by Indovision channels, Morning Call has a stable rating-share compared to other Indovision programs. Among the five Indovision channels, MNC Music Channel is rated one of five music channels in Indovision. Researchers see the relationship between sociability with the process of group communication is something interesting. The communication used by a television broadcast program team is worthy to be studied as learning for other television stations in making its broadcast program, starting from Communication Production Assistant role with Production Crew Morning Call that support the result of interesting program broadcast program, the role of woman in group communication between Production Assistant with Production Crew in the delivery of materials or ideas and technical issues that will be delivered at a production meeting from pre-production, production, until the editing stage is the completion or post-production stage to be done with careful planning. Most textbooks mean role as functions performed by members in groups. These functions include giving opinions, explaining the judgment of other members, or various other tasks and behavior processes. Approach to the most prominent role was performed by Bormann, who defined the role based on participants' expectations.

The maximization of women's roles in group communication between Production Assistant and Production Crew in Morning Call can demonstrate a practical operational optimization that can be done through different approaches that may vary depending on the situation and conditions for the purpose of producing a broadcast program to achieve an expected spectacle. In the communication is expected to have positive feedback between individu each crew, to produce a positive level of performance. Disagreements that occur during discussions or meetings between Production Assistant and Production Crew in Morning Call magazine programs allow for differences of opinion that members have before discussing with opinions after discussion. Paulson concludes, however, that the pressures for reaching a unity within the discussion group are strong enough and that "independent judgment" often has to succumb to these pressures.

Researchers are interested in taking this theme and examining it because they want to know the role of women in group communication between a Production Assistant with the scope of Production Crew's performance in the process of making or producing broadcast program magazine. For that reason, the researcher chose to explore and examine the performance of the Production Assistant involved in the production process, entitled: *The Role Of Women On Communication Between The Production Assistant Production With Crew Program "Morning Call" At Media Nusantara Citra Music Channel.*

Researchers use communication theory of Internal System and External System according to George C. Homans. Group communication is a communication process conducted by three or more people face-to-face whose members interact with each other. According to Homans, there are three elements in the group structure: activities, interactions and feelings.⁶ Activities comprise member actions related to group tasks. In doing these actions they depend and respond to each other in behavior. Although the definition of Homans about this element does not only cover aspects of communication, but most of the interaction involves interpersonal communication. The third element of social behavior, in small groups is feeling. This feeling is similar to Heider's concept of likes or dislikes consisting of negative and positive feelings felt by group members towards other members.

Activities, interactions and feelings of interdependence of an increase or decrease of one element will affect the other elements. If the three elements are directed to the group's normal tasks, then all three will shape what Homans calls the formal system (the external system). But the group because of the various things often leads to complexity.⁷ The group's likes and dislikes to each other goes far beyond what is required for group work and generate new sets of interactions and activities. The feelings, activities and interactions that are not directly related to group formal task responsibilities are called informal systems or internal systems. Theoretically, the informal system (internal system) grows from the formal system (external system) but in both groups take place simultaneously.

The element of feeling is something affective like the Heider's concept of feelings of likes or dislikes, this can be attributed to intrapersonal communication. In a sense, it includes the ways group members more directly relate to the interests of group communication experts because most of what Homans mean by interaction is interpersonal communication. Thus, of the two major elements of the Homans element is concerned at least in part of the group communication process. Homans theory has presented to group communication researchers, hypotheses that can be tested and related to such things as the effect of interaction on feelings, and has further supported the distinction (often done by scholars and communication teachers) between the tasks of communication (external system) with the communication process (internal system). Although Homans placed interaction as an important element in his system, he did not elaborate on it systematically.

METHODOLOGY

Researchers use Postpositivism paradigm because, the fact is not free but charged theory, none of the theories can be entirely explained by empirical evidence, empirical evidence has the possibility to show the fact of anomaly, the fact is not free but full of value the interaction between the subject and the object of research and research results is not objective reportage but the result of full human and universe interactions problems and constantly changing. Researchers use Postpositivism paradigm, to know the role of women on group communication between Production Assistant with Crew Production, because of this Postpositivism paradigm, the abstract of communication developed must be tested by observation of communicative action.

The approach used in this research is the approach qualitative to know the role of women in group communication between Production Assistant with Crew Production Media Nusantara Citra Music Channel on the program Morning Call. As a Communication Science researcher by using approach qualitative, in data analysis Researchers do not use the aid of statistical science, but using the 5W + 1H formula (Who, What, When, Where, Why, and How). Researchers consider the qualitative approach in accordance with the title of the study qualitative because qualitative research is a subjective research. Research qualitative aims to explain the phenomenon in depth. This research does not give priority to population size or sampling. If that data collected already deep and can explain the phenomenon in carefully, then no need to look for other sampling.⁹ Here more important is the depth of data quality is not quantity of data. Researchers will examine the width- the extent to which the research is more profound and not based on the numbers statistics.

RESEARCH RESULT

There are three elements in the role of women in group communication that Production Assistant and Production Crew do on the Morning Call magazine program at Media Nusantara Citra Music Channel: Activity element, Interaction elements, and Feeling element. There is a system in the group communication that Production Assistant and Production Crew do on Morning Call magazine program in Media Nusantara Citra Music Channel: External System and Internal System. Nonetheless the group communication they do with each other is still at a professional stage. So even if there are feelings of dislike that give rise to internal systems but they still maintain good relationships for the work and production process of Morning Call.

Researchers use appropriate research methods to find out the role of women in group communication between Production Assistant and Crew Production Media Nusantara Citra Music Channel on Morning Call program is method Descriptive qualitative research is explorative. So, in carrying out research, Researchers understand the phenomenon in outline without ignoring the possibility of particular focusing options in particular.

CONCLUSION

Conclusions of this research results that have been done are: External systems and internal systems of group communication between Production Assistant and Production Crew occur in several stages. The proximity of members within the group makes group communication more fluid and although there are members who do not get in touch either outside of work, but they remain professional. The interpersonal relationships of the group members are good and compact, resulting in a stable rating-share program. Researchers found the role of women in group communications conducted by Production Assistant with Production Crew there are external systems and internal systems that occur as a result three elements. Group communication conducted between Production Assistant with Production Crew on Morning Call magazine program at Media Nusantara Citra Music Channel there are three important elements, namely, activities, interactions and feelings each member of the Production Assistant group with Production Crew do and have. These three elements refer to the activities formal or job responsibilities within the magazine program Morning Call in Media Nusantara Citra Music Channel is referred to as external systems of group communication.

An external system of group communication conducted women between Production Assistant with Production Crew on Morning Call magazine program at Media Nusantara Citra Music Channel ultimately forms an internal system that is, the feelings of each personality that the group members have towards other group members in the Production Assistant group with Production Crew goes beyond what it should to form a device activities and new interactions that have nothing to do with formal tasks or their job responsibilities in the Morning Call magazine program at Media Nusantara Citra Music Channel. External systems and internal systems of group communication occur the result of the interaction of each member of the Production Assistant group with Production Crew doing an effect on their feelings have. Such influence forms the ultimate distinction distinguish communication tasks with communication process Production Assistant with Production Crew do on Morning Call magazine program at Media Nusantara Citra Music Channel.

Group communication between Production Assistant and Production Crew which occurred in the Morning Call program at Media Nusantara Citra Music Channel shows that the interpersonal relationships of group members work is good and compact. This is seen when in communication for use completing their formal job assignment among group members well and effectively resulting in a stable rating-share. System external and internal systems of group communication between Production Assistant with the Production Crew that occurred in the Morning Call program in Media Nusantara Citra Music Channel takes place in through several stages because the internal system is the result of the external system they have done.

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