

# Creative Strategies of Producers in Attracting Viewer Interest in The World of Moslem Program on Muslim Tv MNC Channels

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## ABSTRACT

The advancement of communication and information technology has a significant impact on the world of television broadcasting in Indonesia, one of which is through the phenomenon of media convergence. Following this development, the producers of Muslim TV have developed strategies to improve the quality and quantity of programs. This research aims to examine the Creative Strategies of Producers in Attracting Viewer Interest in the program World of Moslem on Muslim TV MNC Channels. Using a post-positivist paradigm and qualitative descriptive method, this study involves the Producers of Muslim TV as subjects and the program World of Moslem as the object. Peter Pringle's Program Strategic Management Theory serves as the basis for analysis. Data were collected through observation, documentation, the internet, and interviews with the production team. The results show four stages of strategy: (1) Planning, where producers play an essential role in determining the program's vision, mission, and identity (2) Production and program procurement, with a focus on joint collaboration Vlogger and internal coordination (3) Execution, including scheduling and promotion on social media (4) Supervision and evaluation, with the producer reviewing content before airing and evaluating based on rating and share data. In conclusion, the producer places greater emphasis on the planning stage, particularly in the selection of vloggers and material development. Production is carried out to the fullest, but at the post-production stage, the producer delegates more tasks to the production team, although supervision is still carried out through content reviews.

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## 1. Introduction

Information is a primary necessity for human life; every individual needs information to broaden their understanding regarding education, economics, politics, social culture, lifestyle, and even for entertainment. Information can certainly be obtained directly by interacting verbally between individuals or through various media such as print media like newspapers and magazines, as well as electronic media like television and radio, and online media or the internet.

One effective way for the public to obtain information is through television, which is a media based on images and audio. Over time, the private television industry in Indonesia has been increasingly growing with the emergence of various new private television stations, which is one of the reasons for the rapid development of the television industry. Television stations compete to present quality programs for the audience. In this regard, to gain a high response from the audience, appropriate and effective communication is needed through the presented programs.

1238	WORLD OF MOSLEM (R)	31/07/2024	Wednesday	21:18	21:47	00:29	4.342	0,02	2,49	28.128	4
1239	WORLD OF MOSLEM (R)	31/07/2024	Wednesday	25:00	25:30	00:30	0	0,00	0,00	0	0
1240	WORLD OF MOSLEM	31/07/2024	Wednesday	18:29	18:57	00:28	356	0,00	0,22	6.888	1
1241	WORLD OF MOSLEM (R)	31/08/2024	Saturday	06:00	06:30	00:30	33	0,00	0,06	2.808	0
1242	WORLD OF MOSLEM (R)	31/08/2024	Saturday	15:30	16:00	00:30	0	0,00	0,00	0	0
1243	WORLD OF MOSLEM (R)	31/08/2024	Saturday	24:57	25:30	00:33	0	0,00	0,00	0	0
1244	WORLD OF MOSLEM	31/08/2024	Saturday	18:30	19:00	00:30	1.215	0,00	0,69	21.891	2
1245	WORLD OF MOSLEM	31/08/2024	Saturday	20:53	21:23	00:30	1.170	0,00	0,73	1.202	29
1246	WORLD OF MOSLEM (R)	31/10/2024	Thursday	05:59	06:31	00:32	0	0,00	0,00	0	0
1247	WORLD OF MOSLEM (R)	31/10/2024	Thursday	24:56	25:30	00:34	0	0,00	0,00	0	0
1248	WORLD OF MOSLEM	31/10/2024	Thursday	18:26	19:00	00:34	1.237	0,00	0,75	1.641	26
1249	WORLD OF MOSLEM	31/10/2024	Thursday	21:07	21:35	00:28	0	0,00	0,00	0	0
1250	WORLD OF MOSLEM (R)	31/12/2024	Tuesday	06:15	06:45	00:30	0	0,00	0,00	0	0
1251	WORLD OF MOSLEM (R)	31/12/2024	Tuesday	12:00	12:30	00:30	0	0,00	0,00	0	0
1252	WORLD OF MOSLEM (R)	31/12/2024	Tuesday	25:00	25:30	00:30	0	0,00	0,00	0	0
1253	WORLD OF MOSLEM SPECIAL	31/12/2024	Tuesday	18:50	19:15	00:25	0	0,00	0,00	0	0
SUMMARY (2024)							1.845	0,01	1,37	6.305	4

Programming Division MNC Channels

Source: Nielsen - Media

**Figure 1.1** Performance of the Inhouse Program - Muslim TV

Based on data obtained from the Programming Division MNC Channels with Nielsen Media. It can be seen that from January to December 2024, the program World Of Moslem achieved a rating of 0.01% and a share of 1.37% with a total viewership of 6, 305.

**Audience Profile - MUSLIM TV**

Based on Pay TV Syndicate Data, National-Urban, 48 Channel Non FTA Pay, SEC UML 5+, Jan-Dec 2024

Demographics	Unit
ALL 5+	1.950
MALE	862
FEMALE	1.088
SEC UPPER	302
SEC MIDDLE & LOWER	1.648
AGE 5-14	237
AGE 15-19	89
AGE 20-29	203
AGE 30-39	385
AGE 40-49	206
AGE 50+	830
WHITE COLLAR	372
BLUE COLLAR	550
HOUSEWIFE	518
STUDENT	179
OTHERS	331
ACADEMY	194
SLTA	668
SD-SLTP	756
NOT FINISH	332

Programming Division MNC Channels  
Source: Nielsen - Media**PERCENTAGE**

Demographics	Unit
ALL 5+	100%
MALE	44%
FEMALE	56%
SEC UPPER	15%
SEC MIDDLE & LOWER	85%
AGE 5-14	12%
AGE 15-19	5%
AGE 20-29	10%
AGE 30-39	20%
AGE 40-49	11%
AGE 50+	43%
WHITE COLLAR	19%
BLUE COLLAR	28%
HOUSEWIFE	27%
STUDENT	9%
OTHERS	17%
ACADEMY	10%
SLTA	34%
SD-SLTP	39%
NOT FINISH	17%

Note: Highlight kuning merupakan audience profile dominan

**Figure 1.2** Audience Profile of the World of Moslem Program

Based on the image above, the survey results related to the Audience Profile for the World Of Moslem program from January to December 2024 reached 1,950. By gender, males reached 862 and females reached 1,088. Meanwhile, based on age in the Audience Profile, those aged 5 - 39 reached 914 viewers. Those aged 40 - 49 reached 206, and those aged 50+ reached 830 viewers.

Competition within the television industry refers to capturing the audience's attention. Therefore, the presented program should meet the audience's needs for information and entertainment. The producer is one of the human resources (HR) who plays a crucial role in achieving program success. In this case, the producer must have creative strategies that can be applied to face competition in the television industry to attract audience interest. As a national television station, MNC Group should, through the World Of Moslem program on Muslim TV, have a great opportunity to attract the audience's attention because national television better understands the nature and preferences of its audience as it operates within the same social and cultural environment. This opportunity should be reflected in the broadcasting strategy of Muslim TV.

One of the channels on MNC Channels is Muslim TV. Muslim TV, previously known as Hidayah, is a channel that features 24 hours of religious programs about Islam aimed at educating and providing convenience to viewers in learning about the Islamic religion, presented in a light, educational manner, and based on the Quran and Hadith. From learning Tahsin, Langgam, Murojaah, Tafsir to parenting.

## 2. Method

This research uses a qualitative research approach. Because the researcher obtained data through interviews, observations, and documentation, as well as other supporting documents with the aim of understanding the issues to be studied. Therefore, the researcher can conclude that the qualitative research approach can be used in this research, as based on the explanation above, this approach aims to understand the meaning of existing problems or phenomena. Thus, this research attempts to investigate in depth how the creative strategies of producers attract audience interest.

## 3. Results and Discussion

The researcher will explain the results of the study on "Creative Strategies of Producers in Attracting Audience Interest in the World of Moslem Program on Muslim TV MNC Channels." Based on this research, the researcher obtained data on April 22, 2025, through interviews, observations, and documentation.

The researcher will use primary data from interviews, while observations and documentation will be used as supporting data to complement the primary data. Additionally, the researcher will present findings collected through interviews with key informants. The researcher will ensure that the key informants have the necessary information about the World of Moslem program aired on the Muslim TV network owned by MNC Channels. The researcher has chosen Tri Hartanti Wulandari as the Key Informant for this study, as the producer plays a crucial role in the creation and development of the World of Moslem program during the production process.

In this research result, the researcher will explain the strategies used by producers through Morissan's book with the concept of Peter Pringle regarding program strategies viewed from management aspects, namely: 1. Program Planning 2. Program Production and Purchasing 3. Program Execution 4. Program Supervision and Evaluation

## 4. Conclusion

Based on the research results obtained through interviews and observations with Producers, Assistant Producers, Editors, and Viewers, and using Peter Pringle's Strategic Program Management Theory as the basis for analysis, the researcher concluded that the producer's creative strategy in attracting viewer interest in the program World Of Moslem on Muslim TV MNC Channels is divided into several stages that reflect the functions of strategic management, namely planning, production, post-production, supervision, and evaluation.

In the planning stage, the producer demonstrates high initiative and creativity by focusing on selecting relevant and engaging vloggers, as well as developing material that is current and aligned with the needs of the Muslim audience. This strategy has proven effective in generating initial interest among viewers in the program. In the production stage, the producer ensures that the entire process runs optimally, from coordinating with the production team to managing technical and narrative aspects in order to present the program in an appealing and high-quality manner both visually and in content.

However, at the post-production stage, it appears that the involvement of the producers begins to decline. The responsibilities for editing and finalizing the program are largely delegated to other production teams. Nevertheless, oversight is still carried out by the producers through content reviews before the program is aired to maintain alignment with the program's vision. Finally, program performance evaluations are conducted based on rating and share data provided by the programming team. This data serves as a reference for the producers in assessing the effectiveness of the applied strategies and as a consideration for the development of future strategies.

Thus, the creative strategy employed by the producers has proven to contribute to attracting audience interest, particularly through strengthening in the planning and production stages, although there is a need for improvement in engagement during the post-production stage.

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