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Content, Production, and Audience Research in Trans TV Program "Islam Itu Indah"

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ABSTRACT

This research aims to describe and construct the research conducted on Trans TV's "Islam Itu Indah" program, which has faced reprimands for violating child protection rules. The study focuses on three forms: 1) stages of content research, 2) production research, and 3) audience research. The "Islam Itu Indah" creative team performs these research types before airing, analyzing findings to ensure compliance and quality. Using Branston and Stafford's theory, the research includes content (internet search), production (pre, production, post), and audience analysis. The study highlights the significance of continuous content research to maintain the program's relevance and quality. It emphasizes the importance of production research in adapting to technological advancements and audience research for understanding the morning audience's characteristics. The findings illustrate the necessity of aligning content, production, and audience strategies to manage a successful daily television program.

INTRODUCTION

This research seeks to construct and describe the various stages of research conducted on Trans TV's "Islam Itu Indah" program in producing quality media content, and in accordance with market or audience demand. The research is carried out to create quality media products and in accordance with the interests of the audience. This will ultimately be an advantage for the media where the program is broadcast.(Saraka & Amalia, 2023).

Based on the description above, this research aims to find out the form of content research conducted by the creative team of the "Islam Itu Indah" program, the stages passed, the tools used to conduct research, and the extent to which research is carried out in relation to the content to be broadcast. In addition to content research, this research also aims to find out what kind of production research is carried out in the pre-production, production, and post-production stages of the program. Finally, this research also aims to find out the audience research conducted, in order to understand the

typology of the audience at the time of broadcast so that the content displayed can match the interests of the audience. Audience research will have implications for the program's content research process, as media content tends to be created based on the typology of audiences at certain broadcast times. (Astuti, 2010).

This research is important because it relates to the most fundamental process in the media content production process, namely, research. Good content research that is in line with the interests of the audience will result in quality media products and receive great attention from the public as media consumers, as well as the attention of advertisers. (Mazdalifah & Ginting, 2015)

The researcher then formulated a title that was in accordance with the objectives and background description of the problems discussed earlier, namely, "Content, Production, and Audience Research in Trans Tv's "Islam Itu Indah" Program." Content research focuses on the process of making media products, such as the initial stages of finding ideas and ideas for themes, then the production process in question is the pre-production, production, and post-production process of the "Islam Itu Indah" program, and audience research relates to how this program adapts to the will of the audience as their consumers, which in turn will have implications for the media economy sector through advertising.

The program "Islam Itu Indah" is one of the programs that gets a fairly high share and rating, namely, 22, and the highest for a program of its kind. (Nabilah, 2022) In 2011, the religious program "Islam Itu Indah" achieved a remarkable achievement in ratings. The program managed to rank 15th with a TVR of 2.8 and a share of 30.3. This means that almost a third of the television viewers during its broadcast time watched "Islam Itu Indah" (Berbagai & Indah, 2014).

However, behind the good percentage, this program has received several reprimands and criticisms from the public because the content delivered violates the rules and codes of ethics of Indonesian broadcasting. For example, the Independent Leprosy Association (Permata) of South Sulawesi came to the office of the Regional Indonesian Broadcasting Commission (KPID), to demand an apology from Ustaz Maulana for his words that offended lepers during his appearance on the program "Islam Itu Indah" which aired on Monday, May 13, 2013. (Ustad "Jamaah" Disomasi Penyandang Kusta, n.d.)

Furthermore, on 19 July 2017, KPI sent a letter of reprimand to the program "Islam Itu Indah", as a result of Ustaz Syamsuddin Nur's words that were considered inappropriate for a religious program.(Ira, n.d.) On July 15, 2017, in an episode of the program, the preacher Ustaz Syamsuddin Nur Makka or familiarly called Ustaz Syam made a controversial statement that attracted criticism from netizens. At that time, Ustaz Syam stated that one of the pleasures in heaven is the celebration of sexual intimacy. (Nasional Tempo.Co, n.d.)

In response to the incident, Trans TV has taken steps by imposing sanctions on Syamsuddin Nur, where he was deactivated from the "Islam Itu Indah" program. In addition, the management gave directions to the entire production team to conduct a deeper evaluation of the program material to be broadcast, with the aim of paying more

attention to content that is in accordance with applicable values and norms. (Evaluasi Tayangan Program Islam Itu Indah, n.d.)

Not only that, on December 31, 2018, KPI again issued a warning letter to the program "Islam Itu Indah", for not complying with the provisions related to the protection of children and adolescents, as well as the provisions of broadcast program classification as regulated in the Broadcast Code of Conduct and Broadcast Program Standards. (Peringatan Tertulis Untuk Program Siaran "Islam Itu Indah" Trans TV, n.d.)

Meanwhile, in the production process of television broadcasts, in-depth analysis or strong research is needed to avoid a crisis due to mistakes in the broadcast production process. The program's creative team must actively conduct research, both in relation to ideas about the broadcast product to be produced, and in relation to reprimands and criticisms that arise so that the resulting media product is of high quality and has a good effect on the audience in general, and on the media itself in particular in terms of advertising revenue. (Amalia, 2023)

Ideally, in the media content production process, producers focus on the most fundamental stage, namely, research in various aspects, including content, production, and audience research. Content research provides a simple overview of the media product to be produced and provides suggestions regarding the digital assets that will be used to support a quality media product. Production research provides an overview of the physical tools to be used and the legal standing of all tools used. Meanwhile, audience research provides an overview of audience interests, as well as the typology of audiences that exist at certain broadcast times based on age, social class, gender, and geographic location of the audience. (Branston & Stafford, 2003)

Thus, the research process, both media content, audience, and the production process must go hand in hand to create quality media products and avoid reprimands and criticism from the public as media consumers.

The theory used as an analytical knife in this article is the Research theory contained in the book The Media Student's Book, by Gill Branston and Roy Stafford (2003), which emphasizes the media production approach and academic studies related to media. This theory says that research is very important for every media production carried out, as well as clear rules relating to research to identify media industries such as television. (Branston & Stafford, 2003)

This theory offers three concepts used in analyzing cases related to media production research, namely, content research, production research, and audience research. In general, content research can be understood as the earliest form of preparation before a program is created or given permission to air. Meanwhile, production research talks about everything related to logistical issues, such as production equipment. Then, audience research is a process to obtain information in the form of audience typology based on its profile or in this case related to the media market. (Branston & Stafford, 2003)

Based on the explanation in the background of the problem above, the researcher then formulates questions consisting of one major question and three minor questions. The major question of this research is, how is content, production, and audience research

in Trans TV's "Islam Itu Indah" program? The minor questions are as follows; 1) what are the stages of content research on the "Islam Itu Indah" program? 2) What is the production research on the program "Islam Itu Indah"? 3) When was audience research conducted on the "Islam Itu Indah" program?

METHOD

To ensure consistency and alignment in this research, an appropriate qualitative approach is required. This study involves exploring messages and meanings through scientifically accountable data such as interviews with relevant sources, documentation, and observation. The chosen qualitative approach aims to represent and describe the stages of the program's content, production, and audience research. (Creswell, 2007)

The constructivism paradigm, rooted in Max Weber's symbolic interaction approach, views human life symptoms as processes constructed within social environments (Macionis, 2018). This paradigm is used to understand the research process of the "Islam Itu Indah" program as a natural process constructed by media workers to meet public information needs about Islam.

The research focuses on the "Islam Itu Indah" program on Trans TV and its producer, Octavia. Primary data sources include interviews with Octavia and relevant Trans TV documents, while secondary sources encompass information from news websites, government websites, and social media.

Data collection techniques include interviews and documentation. The data processing involves applying Miles and Huberman's triangulation technique, which includes data reduction, data presentation, and conclusion drawing to ensure data credibility (Gunawan, 2022).

RESULT AND DISCUSSION

The analysis will be conducted based on the formulation of the questions in the previous section, namely, content research, production research, and audience research.

Content Research
Branston and Stafford in their book *The Media Student's Book*, explain content research as the initial stage before a program is given permission to air. The "Islam Itu Indah" program itself was initially submitted as a *pilot project* at the BOD (*broad of director)* meeting to be presented and tested before being given permission to air.

> "Well, that's the most important thing. The pilot project is a stage before the program is released on screen. This pilot project can be determined by the head of the department who challenges his subordinates. Through the pilot project. Of course, the research is still done, content research. What is the content research based on? What do we have at that

hour? Our competitors. What are the competitors doing? Then it is possible for example what the public likes, for example?"

The interview data above shows that before a program is aired, the earliest stage is to propose an idea for a program in a *pilot project* or in Branston and Stafford's terms, a program or film proposal.(Gill Branston and Roy Stafford, 2003)

Research conducted at the beginning usually looks at various perspectives, such as the content that will be presented in the "Islam Itu Indah" program, the type of audience that will watch, and matters related to the production of relevant media content. While during the running process, the "Islam Itu Indah" program conducts content research continuously every day. This is done because this program is a program that airs almost every day, because the content or products made tend to be adjusted to things that are being discussed by the general public or are social problems so that people need an Islamic perspective in dealing with these problems or there are certain *events* that must be discussed in Islam.

> "Well, usually the producer delegates to the assistant producer and creative. To discuss, for example, what the program in episode A wants to discuss. One, things that are currently happening in the community. Two, if there are certain big events, for example, near Eid al-Adha. That means discussing sincerity, that could be one episode. Because it's like Prophet Ibrahim about his son, for example. Or another episode about what other than the meaning of qurbani, the challenge to sacrifice, for example like that. Or for example, what happened yesterday, Mario Dandy for example. What was that about? Adab, for example, behavior or association in society, like that. Well, later it will be detailed by the creative. For example, what are the verses. Then also who he will invite."

Content research on the "Islam Itu Indah" program tends to have to be done all the time, because this program airs every day and is required to find fresh themes or ideas to attract the attention of the audience. Based on this, the "Islam Itu Indah" program is required to always be *up to date*, in responding to public desires, and giving a positive *impact on* society as media consumers.

Due to the high demand, the content research conducted on this program tends to be less robust and as a result, the content they deliver tends to be monotonous, even receiving reprimands from KPI or criticism from the public for unqualified content or violating broadcasting rules.
Such was the *problem* faced when one of the hosts uttered an inappropriate sentence on the program.

Image 1 News KPI warns Trans TV

Therefore, the researcher sees that the better the content research conducted by a program, the better the quality of the products produced. As the program "Islam Itu Indah" airs every day, so the content research process is not as strong as programs that air only once a week. This happens because of the time demands and great demand for the program, so almost all *stripping* programs that air every day have the risk of producing content that contains production errors.

> "Lack of knowledge from the creative team is also related to for example verses or for example what. Well, that can be fixed by what? Reading more references, right? For example, sometimes the creative team feels like, yes, ustadz, we already understand it from us, right? So it's like, let's just trust it. Well, even though for example it might need to be cross rechecked for example. But indeed, this is the problem of stripping programs. Like we don't have time, like that. Oh, almost all striping programs experience that."

So, the process of content research before production is highly recommended, because this can minimize the occurrence of errors during the production process. However, in programs such as "Islam Itu Indah", time constraints[1] require creative teams and producers to work extra and quickly to formulate ideas or ideas that will be made in the program. Under certain conditions, the resulting media product sometimes gets a negative response from the audience which leads to a warning from KPI, such as the example above.

In addition, the use of *tools* such as *search engines* and *google* also helps the creative team in finding and concocting their ideas in the production of "Islam Itu Indah" content. The use of *search* engines is needed in this case because the program "Islam Itu Indah" is broadcast every day and this requires the production team, especially the creative department, to always be *up to date* with the latest information and things that are being discussed by the public, so the use of *search engine* technology is very important in this case.

Then, the development of technology provides so much access to information sources, such as the presence of social media. Currently, the creative team of "Islam Itu Indah" also utilizes social media technology to reach out and see the latest issues that are being discussed by the audience through the *trending topic* feature on each social media platform.

> "For example, there was an event that happened yesterday, such as the case involving someone named Mario Dandy who committed persecution. The incident then became a major issue in various social media, so we raised it as a theme in the "Islam Itu Indah" program, focusing on the manners of behaving or associating in society."

This can certainly produce content that is relevant and in accordance with the issues that are of interest to the audience, such as the case of an official's son who committed violence against his friend, the "Islam Itu Indah" program then *set the* program by raising

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[1] Because this program airs every day.

themes related to morals, and adab in teenage relationships in accordance with the issues that were developing in society at that time.

Production Research

Production reset in this stage is expressed as a form of research related to the tools that will be used in the production process, such as cameras, audio systems, props, costumes, and the like. Research is carried out with the aim of seeing the suitability between production needs and the availability of tools, as well as the financial capabilities of a media organization in the context of this study on Trans TV's "Islam Itu Indah" program. (Gill Branston and Roy Stafford, 2003)

Production research on the "Islam Itu Indah" program was conducted at the beginning of the *pilot project*. In the BOD meeting, the *project* will be presented clearly to see all sides of *the project*, also related to the program will be broadcast *live* or *by record*. "Islam Itu Indah" itself is a *live* program, so research on its production, especially related to production tools, must be in accordance with the conditions of the *live* program*.

> "Well, that was at the beginning of making the program. So, the tools are adjusted to the needs of program production. So, the tools must be researched first, which one is the most suitable for our needs."

In addition to the initial research, the "Islam Itu Indah" program also continuously conducts production research when the program is already running, for example with a decrease in the number of *shares* and *ratings. The* program stakeholders will conduct research on this matter and decide to *upgrade the* production equipment to adapt to the times and the demands of the audience.

> "But it is not impossible that after the program runs, for example, you can see that the share rating has dropped. For example, why, oh, the camera moving turned out to be monotonous. For example, just taking it wide. It turns out that the audience prefers what? If the details of the gimmick, Ustaz Maulana, or details such as the audience and so on."

Production research on the "Islam Itu Indah" program is carried out continuously to produce quality media products. This is one of the reasons why this program has continued to exist since it first aired on January 30, 2011.

Audience Research

Audience research is closely related to the typology of television audiences. This research is usually done at the beginning, before the program "Islam Itu Indah" airs. The results of the research are usually presented at the BOD meeting, at the *pilot project*.

Meanwhile, according to Branstond and Stafford, audience research is used to analyze market needs, as well as specific audiences for products to be produced. Audience research, as conducted by Trans TV before launching the "Islam Itu Indah" program, is in line with the explanation in The Media Student's Book, which says that initial audience research is needed before producing a program to determine the desired target audience.

This will also intersect with the economic interests of media organizations in the context of sales to advertisers.(Gill Branston and Roy Stafford, 2003)

"Islam Itu Indah" itself airs at 05:00 WIB, where the program segmentation at that hour is mostly news. While the character of the audience at that hour is mostly people who want to go to work, family*, major, female,* and can only listen to media information categorized.

> "Usually those who watch in the morning are family, major, female. So later the color will be adjusted. From Nielsen again, that's the end of it. Why then determine the lectures? Because it's close to dawn. The dawn time is usually the character of the people, those who are going to work and are only listening, not watching religious programs and news programs. Which is usually in that hour with high share and rating."

Based on the interview data, strategies and considerations underlie the selection of airtime and types of television programs in the morning. According to him, the audience in the morning tends to consist of families, women, and primary viewers. Determining the color and content of the program is based on Nielsen data, which is a benchmark for television audiences.

Dawn was chosen as a strategic time window because of the characteristics of the audience at that time. At dawn, people are generally getting ready for work and are more inclined to listen to religious and news programs rather than watching. This analysis of audience behavior reflects a media management strategy that seeks to maximize the audience at the right time.

The selection of religious and news programs in the morning is also explained as a response to audience needs and preferences. An understanding of communication psychology shows that at dawn, viewers tend to prefer listening to in-depth and informative content.

In terms of media economics, the focus on dawn time with programs that generate high *shares* and *ratings* is attractive to advertisers. This indicates the potential for financial gain through advertising at that time (Yusuf, 2016).

CONCLUSION

In the context of the television program "Islam Itu Indah", content research is a crucial step in presenting material that is relevant and appropriate to the needs of the audience. This research process begins at the program proposal stage, where ideas are proposed and tested through pilot projects. However, challenges arise because the program airs daily, forcing the creative team to conduct content research continuously. While efforts are constantly being made to address the wants and needs of the community, the time pressure can result in less robust and monotonous content. This analysis shows the importance of good content research to ensure the sustainability and quality of the program.

Production research on the "Islam Itu Indah" program provides insight into the suitability of production tools to the needs of the program, especially since this program is live. Production research was carried out from the beginning of the pilot project to ensure the availability of tools that fit the production needs. However, challenges arose when the program was already running and there was a decline in share and ratings. A quick response by conducting continuous production research proved the importance of adapting to changes and technological advancements. In this context, production research is the key to ensuring the program remains high quality and in line with the times.

Audience research plays an important role in determining a program's broadcast strategy, especially in terms of audience segmentation. "Islam Itu Indah" tailors its color and content to the characteristics of the morning audience, such as families, women, and mainstream viewers. The choice of airtime at dawn, when the audience tends to listen more than watch, is also a result of audience research. This conclusion shows that a deep understanding of the audience can shape a successful broadcast strategy.

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