

## **Production Management of ADiTV Yogyakarta Special Dialogue (Dialog Khusus) Program Viewed from the Perspective of Islamic Management**

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### Abstract

Media have a wide range and an important role for the community to make it easier in getting information. One of the media that has an important role in the delivery of information is the electronic media of Television that becomes the most effective tool of information delivery since the television conveys direct and quick information in the form of audio and visual. ADiTV Yogyakarta Station is one of the local stations in Yogyakarta. Special Dialogue (*Dialog Khusus*) program is an interactive talk show program of ADiTV that reviews some information about education, tourism, culture, economy in Yogyakarta and surrounding areas. This research aims to analyze the production management of ADiTV Yogyakarta special dialogue program in the perspective of Islamic management. The research method was descriptive qualitative. The data were collected from interviews, observation and documentation. The conclusion of this research was production management of special dialogue program was in conformity with the theory applied to production management stage of television program according to Fred Wibowo and it was related to management functions according to George R Terry and Dr. Sondang P Siagian. That theory was described in the Qur'an that management in the perspective of Islam is very important and needed by humans in conducting activities. It is expected that this research can provide a science study for management of an event program in the perspective of Islamic management.

**Keyword:** *Perspective of Islamic Management, Production Management, Dialog Khusus Program*

### Introduction

Media has a wide range and an important role for the community to make it easier to get information. Media to obtain information are newspaper, magazine, television, radio and internet. One of the media that has an important role in the delivery of information is the electronic media of Television that becomes the most effective tool of information delivery since the television conveys direct and quick information in the form of audio and visual.

Every day, station of television presents various types of programs that the audiences do not feel bored while watching. Therefore the chief and producer of program are required to be more creative and to have wide imaginations in order to produce an interesting program for the communities. ADiTV Yogyakarta Station is one of the local television stations in Yogyakarta with the Islamic views. At the beginning of its establishment, ADiTV was a community television station owned by Ahmad Dahlan University of Yogyakarta. On July 18th 2009, ADiTV was officially owned by Muhammadiyah and started to coincide with Mukhtamar Muhammadiyah at the Mandala Krida Yogyakarta Station and owned by Chief of Muhammadiyah Region of Yogyakarta. ADiTV station program includes information, education and local culture presented in the form of entertainment that aims to reach viewers of all ages from children to adults.

In terms of income, Special Dialogue (*Dialog Khusus*) program is one of the leading programs in ADiTV because the program invites several clients from government institutions to socialize or introduce activities to the community. In the perspective of Islam, all activities must be done in a neat, correct, order and regular. Al Quran and Hadith contain basic principles concerning all aspects of human life such as management. Therefore on the production process of Special Dialogue program needs the existence of management that the program is able to attract the attention of the audience and leads high income for ADiTV.

#### Literature Review

Marry Parker defines management as the art of accomplishing the work of others. This definition means that a manager is in charge of organizing and directing others to achieve organizational goals. According to Dr. Sondang P Siagian, management is the ability or a skill to obtain a result in order to achieve goals through others. In management there are several management functions performed to achieve a goal. According to George R. Terry (1970), there are four management functions; planning, organizing, actuating and controlling.

Planning is activities of setting organization goals and strategies for achieving goals. It is said that planning is determining the goals of the organization, building the overall strategy and developing a hierarchy of plans to achieve that goal. Organizing is activities of determining work to do based on planning. Organizing includes sorting work technically to facilitate the implementation of planning. Actuating is activities of executing detail of work which have been arranged in organizing activities. The implementation

is also called as the actualization of a plan. Controlling is activities to monitoring the progress of implementation and evaluating the implementation of the objectives to be achieved.

Meanwhile, according to Prof. Dr. Sondang P Siagian, M.P.A, there are five management functions; (1) planning is process of thinking and carefully determinate things to be done in the future in order to achieve the goals set; (2) organizing is the whole process of grouping people, tools, tasks, responsibilities and authority in such a way as to create an organization that can be mobilized as a whole in order to achieve the goals that have been determined; (3) motivating is the whole process of encouraging works to the subordinates in such a way that they are willing to work sincerely in order to achieve the goals of the organization efficiently and economically; (4) controlling is the process of observing the execution of all organizational activities to ensure that all work underway is carried out in accordance with predetermined plans; and (5) evaluating is the process of measuring and comparing the actual results of work achieved with the results that should be achieved.

The difference of theory according to George R Terry with Prof. Dr Sondang P Siagian, MPA is in the implementation or actuating function. According to Terry, this stage is limited to carry out activities that has been planned but Siagian said in carrying out activities it is necessary to motivate workers to encourage workers willing to work sincerely in order to achieve goals which is already has been planned. Another difference is according to Terry, actuating function carried out during the management process takes place ranging from planning to supervision in the absence

of evaluating. However, according Siagian, the monitoring function is done with the evaluation at the end. It aims to compare the results that have been done with what is planned.

#### Production Management of Television

Production is something produced by a company either in the form of goods or services within a period of time which then counted as an added value for the company (Fahmi, 2011). Production management is all efforts, activities, processes to achieve goals effectively and efficiently. Management actions will relate to decision-making or design and control of production including all activities or processes to achieve a product in accordance with the agreed objectives (Mabruri, 2013).

Production management of television programs is all activities or production process of Television programming in accordance with the design that has been established effectively and efficiently or action to think and achieve the desired results through team work effort consisting of utilizing human talents and human resources television (Mabruri, 2013).

According to Anton Mabruri in his book Production Management Program of Television show that production management of television is based on the theory of production stages of Fred Wibowo. The stages in question are pre-production, production and post production. The pre-production stage consists of designing the production process of the program, designing the production schedule of the program, designing the budget, arranging the production crew, briefing with the production crew and determining the production equipment. While in the production stages of determining the camera blocking, structuring stage sets, lighting and

so on, shooting program events, direct the production of program events. Management at the post-production stage is a joint evaluation of producers and other technical support crew perform evaluation and editing.

#### The Perspective of Islamic Management

Basically the Islamic teaching that exists in the Qur'an and Hadith teaches that a well-ordered life will give a good result in accordance with the planning. This is a part of management. The management has existed since God created the whole universe. The elements of management in the making of nature and other creatures are inseparable from the management of the heavens when Prophet Adam as Caliph led this universe has carried out the elements of management (Zainarti, 2014). In Islamic point of view management is termed using the word *al-tadbir* or arrangement (Ramayulis, 2008). This word is a derivation of the word *dabbara* (set) which is widely contained in the Qur'an Allah SWT said:

يُدَبِّرُ الْأَمْرَ مِنَ السَّمَاءِ إِلَى الْأَرْضِ ثُمَّ يَعْرُجُ إِلَيْهِ فِي يَوْمٍ كَانَ مِقْدَارُهُ أَلْفَ سَنَةٍ مِمَّا تَعُدُّونَ

*"He rules (all) affairs from the heavens to the earth : in the end will (all affairs) go up to Him, on a day, the space where of will be (as) a thousand years of your reckoning"* (Q;S As-Sajdah:5)

From the verses of the Qur'an above, it can be explained that Allah SWT is the ultimate set of the entire universe. Allah SWT Almighty created man on earth as caliph so that man can organize and manage what Allah SWT has created.

## Research Methods

This research was qualitative descriptive research. The setting of this research was in ADiTV Yogyakarta Station. The subjects of research had two criteria that were the people who understood about a program in ADiTV and the person who was responsible in the production process *Dialog Khusus* program. Based on these criteria, the research subjects of researcher consisted of Anung Satria Darmawan as the coordinator program of ADiTV and Dimas Al-Kautsar as the producer of *Dialog Khusus* program.

Data collection techniques used in this study were interview, observation, and documentation. In this study, researchers used data analysis methods of Miles and Huberman model by reducing data, presenting data and drawing conclusions.

## Results and Discussions

### Pre-Production

In designing pre-production stage of the *Dialog Khusus* program event, the first thing to do was to define the theme and concept. Dimas Al-Kautsar as producer of *Dialog Khusus* program said:

*“Ya pada umumnya tema, konsep, hostnya ada berapa, hostnya siapa, kita biasanya briefing, kalupun ada Video Tape (VT), ada videonya, ada fotonya, terus real set yang penting tema tuh harus menarik”*

So the producer of *Dialog Khusus* program is required to have a creative idea in determining the theme and concept of each episode to attract the attention of the audience to watch this program.

After determining the theme and concept, the next stage was determining the source. Dimas Al-Kautsar stated that at the stage of determining the source, it must adjust

to the theme to be discussed. The second stage in pre-production was designing production schedules. Producers and marketing divisions coordinated with clients who became source persons in order to avoid miss communication among clients and adjust the theme to be discussed. The third stage in pre-production was designing a budget. Budget was the big thing needed to realize a program idea. It must be comparable with the power of the program to be qualified and get a high rating or able to encompass a large advertisement or sponsor despite the moderate rating (Fahrudin, 2014). According to Anung Satria Darmawan as coordinator of ADiTV program, the budget for production of *Dialog Khusus* program came from clients who registered and were selected by the producers to attend as resource person with customized themes. If no clients were registered and selected as resource, there was no production of the *Dialog Khusus* program.

### List of ADiTV Clients on the Periode of March 2018

No	Production Date	Theme	Sources	Occupation
1	1 <sup>st</sup> March 2018	In memorial of <i>Satu Maret</i> attack	Taufiq Sigar, S.E  Rosyid Ridlo	The second chief of <i>Badan Pengurus Pusat Paguyuban Wehrkreise</i> Yogyakarta  Museum Educator of Vredeburg Fortress
2	5 <sup>th</sup> March 2018	Independence and existence of PARFI DIY in Developing the Film in Yogyakarta	Sri Peny Nugrohawati  Iriani Pramasti Yani  Saptohoedojo	Secretary of PARFI DIY  The chief of Interrelation  Supervisor of PARFI DIY
3	6 <sup>th</sup> Maret 2018	Socialization of Governor Rules of DIY number 37 and 38 Year 2017	Drs, I Made Arjana Gumbara	Chief of broadcasting committee of Indonesia in the area of DIY
4	7 <sup>th</sup> March	The Role of Woman in	Surti Hartini. SH	Chief of <i>Badan</i>

	2018	Developing the Modern Era of the Country	CN	<i>Keppegawaian Pendidikan dan Pelatihan Daerah Klaten</i>
5	8 <sup>th</sup> Maret 2018		H. Sulasmi	Chief Sub Direktorat dan Rekayasa Direktorat Lalu Lintas
6	12 <sup>th</sup> March 2018	Music to Erase the Number of Violence towards Woman and the Gender Equality	Ramdhan Taufiq Ahmad Jalidu	Guitarist of Rannis acoustic Vocalist of Rannis acoustic
7	14 <sup>th</sup> March 2018	The Role of Hoshizora in Developing Socialism of Millennial Generation	Yudi Anwar Wisnu Prawijaya	Manager Program of Hoshizora Foundation Alumnae of Adik Bintang Volunter and BEM Fakultas Ilmu Pendidikan UNY
8	15 <sup>th</sup> March 2018	Sharing Does Not Mean to Having	Mahfud Khoiril Amin, S.IP Faizul Insan Nasrullah	Founder and Chief of MSM Inspiration Trainer of MSM Inspiration
9	21 <sup>st</sup> March 2018	Forest Contribution to Conserve the Natural Resources and the Future of the Earth	Rosalia Setiawati	Chief of Conservation and Secretary of Yayasan Konservasi Alam Yogyakarta Veterinarian of Yayasan Konservasi Alam Yogyakarta
10	22 <sup>nd</sup> March 2018	Discussion of RAPERDA towards the Tourism Management	Yani Fathurahman, S.Pd.I Dra. Sudarningsih, M.Si	General Chief of Pansus 2 DPRD Kabupaten Sleman Chief of Dinas Pariwisata Kabupaten Sleman
11	23 <sup>rd</sup> March 2018	Health Services in RSUD Sleman	Arif Kuriawan, S.Ag. MH Dr. Joko Hastaryo, M.Kes Edi Hermana, SH, M.Hum	Chief of Pansus 4 DPRD Kabupaten Sleman Director of RSUD Sleman Chief of Hukum Setda Kabupaten Sleman
12	26 <sup>th</sup> March 2018	The Existence of AKSY in Water and Environmental Empowerment	Endang Rohjiani, S.H AG Irawan	General Secretary of AKSY Chief of Forum Komunitas Sungai Kabupaten Sleman
13	28 <sup>th</sup> March 2018	<i>Ecobrick</i> to Maintain the Pollution become Solution	Gede Praja Mahardika Sujana Putra	Coordinator of Lingkungan Labmas PMKD Uniryu Activist of <i>Ecobrick</i>

At the stage of determining themes and concepts, designing a budget and designing a production schedule was a pre-production stage that existed in the theory of television production management by Fred Wibowo

and had a relationship with management functions by Terry and Siagian; planning. It has similarities in planning and determining the direction of the goals of the company or organization. Qur'an surah Al-Insyirah 7-8 explains that someone who has a job must do it in earnest and in accordance with the planning. Allah SWT said:

فَإِذَا فَرَغْتَ فَانصَبْ (٧) وَإِلَىٰ رَبِّكَ فَارْغَبْ (٨)

“Therefore, when you are free (from thine immediate task) still labour hard (verse : 7) And to thy Lord turn (all) thy attention(verse : 8)”(Q:S Al-Insyirah:7-8)

Any work done by human being must be accountable by them. Religion teaches its people to make an orderly and orderly plan, because every work will have cause and effect. The existence of good planning will lead to good results. If the work they have done is done, then pray to Allah SWT for work that has been done according to their plan.

The fourth stage in pre-production was arranging production crews. In a production program the event needs a production crew in charge so that the production process of the program runs smoothly. Production Crew assigned to *Dialog Khusus* programs were producer, floor director (FD), host, artistic decoration, engineering staff and cameraman. The producer was responsible for organizing and responsible during production, the FD was in charge of continuing the program director and arranging everything in the studio to run according to the rundown. The host was assigned to the program guide of the Special Dialogue event. Artistic decoration duty to design stage set in the studio. The engineering staff was tasked with preparing clip-ons for hosts and resource persons,

preparing lighting for the studio lighting and the cameraman was in charge of positioning the camera and taking the required video. The determining crew for production was the technical coordinator.

The fifth stage in pre-production was to conduct a production crew briefing. Dimas Al-Kautsar stated that some were coordinated during the briefing of camera structuring, fade-in and fade-out images, songs sung by home band, lighting and audio used during production. The purpose of a production crew briefing with the producer was to bring together common perceptions. Not infrequently the audio visual works were good concept but failed to be executed just because at the same time the same perception between production's crew (Fachrudin, 2014). The sixth stage in pre-production was determining the production equipment. The production process of the Special Dialogue program was held in the main studio room of ADiTV so there were some equipment that must be prepared before the production of camcorder camera, camera tripod, camera cable, headphone, camera battery, tally light, clip-on and other tools is inside the Master Control Room (MCR) room. As for lighting and audio is available in the studio room.

In the stage of composing a production crew, briefing the production crew and determining equipment for production were organizing stage that exists in Fred Wibowo's television production management theory. This has a relationship with Terry and Siagian's management theory of organizing. The relationship between the two theories that have the equation in grouping people, tools, tasks, responsibilities and authority to create a company and organization can be unified in achieving the objectives of the planning. Religion teaches always encourage its people to do a job in a neatly organized

manner. The Qur'an provides guidance that in an organization, company or group does not arise a dispute that resulted in the destruction of unity, the collapse of the leadership mechanism that has been fostered. Allah SWT said:

وَأَطِيعُوا اللَّهَ وَرَسُولَهُ وَلَا تَنَازَعُوا فَتَفْشَلُوا  
وَتَذْهَبَ رِجَالُكُمْ وَأَصْبِرُوا إِنَّ اللَّهَ مَعَ الصَّابِرِينَ

*"And obey God and His Apostle; and fall into no disputes, lest ye lose heart and your power depart; and be patient and persevering; for God is with those who patiently persevere"*  
(Q;S Al-Anfal:46)

The key of strength and success of Rasulullah SAW and the Companions was always obeying the commands of Allah and his apostle. Express the intention in all words and deeds only for God, let alone fight in the way of Allah. At the same time, abolish from all interests other than Allah's pleasure. If the intention is not sincere, it will cause a dispute. While the dispute leads to failure and loss of solidity and strength. Patient and *tawadhu'* (humble) because of Allah are called as a patient person.

In relation to organizing, Rasulullah SAW has exemplified when leading the war of Uhud. When the Islamic army was led by Rasulullah SAW dealing with Quraish infidel warlords near Uhud mountain. Rasulullah SAW set the strategy of war with perfect in terms of troop deployment. Some archers are placed on a small hill to block the enemy's advance. At the time of the war raged, initially the enemy suffered defeat. Knowing the enemies raged, the Muslim archers left their posts on the hill to collect the spoils. On the other hand, the enemy took this opportunity and attacked the Muslim army from this

direction of the hill. Many of the Muslims were martyred and even the Messenger of Allah (SAW) was severely injured. Unbelievers destroy the corpses of the Muslims and head for Makkah with a sense of success (Imtiaz, 2016).

#### Production

After determining the tools to be used during production, the cameraman was tasked with determining and adjusting the camera blocking position. In the production process of *Dialog Khusus* program, the cameramen used were three, the first cameraman used to shot or as the cameraman's head, replacing the floor director (FD) when it was not available. Second cameraman was used as master camera or main camera. The second camera was used to capture images of hosts and speakers. Third cameraman was used to take the focus of the image to the source, host and home band. The process of determining the blocking of the camera was done one hour before production takes place and the person determining and setting the camera blocking position was the cameraman.

The second stage in the production stage was the arrangement of stage sets and lighting. As for things done in the arrangement of the stage set that provides a sofa for hosts and speakers, tidying the carpet that is on stage, providing a small table in front of the host and speakers and add the decoration of the plant beside the stage. In the stage of determining the blocking of the camera and the arrangement of sets of stage and lighting is a stage of production that exist in the theory of production management television owned by Fred Wibowo. This has a relationship with Terry and Siagian management theory that is actuating. As a relationship between the two theories that have equality in carrying

out activities that have been organized in organizing activities to achieve the planned goals.

Implementation of work is the most important aspect in the function of management because it is a pursuit of various types of action itself, so that all members of the group from the top to bottom endeavor to achieve organizational goals in accordance with the original plan, in a good and right way. The terms that can be grouped into this implementation function is directing, commanding, leading and coordinating (Tantowi, 1983). Explained in the Qur'an that the implementation activities are very important to direct and provide motivation made by corporate leaders to subordinates. Allah SWT said:

قِيَمًا لِيُنذِرَ بَأْسًا شَدِيدًا مِّن لَّدُنْهُ وَيُبَشِّرَ الْمُؤْمِنِينَ الَّذِينَ يَعْمَلُونَ الصَّالِحَاتِ أَنَّ لَهُمْ أَجْرًا حَسَنًا

*"(He hath made it) Straight (and Clear) in order that He may warn (the godless) of a terrible Punishment from Him, and that He may give Glad Tidings to the Believers who work righteous deeds, that they shall have a goodly Reward" (Q:S Al-Kahfi:2)*

If a person wants a good reply from Allah, he warns others to stay away from God's restrictions and obey his commands. Besides giving good news to others so they are happy. Prophet Muhammad SAW is the first executor of all Allah SWT commands and abandons all his prohibitions. Therefore, the Companions facilitated in implementing the teachings of Islam that is by imitating the behavior of the Prophet Muhammad SAW.

The third stage in the production stage is shooting event program. In the shooting stage of *Dialog Khusus* program, the

production crews in charge are producer, host, cameraman and technical staff. The producer is in charge of arranging the cameraman for taking video and being responsible for the production process. Host served as a program host of the program and make the atmosphere to look not boring to the audience.

When shoot stage of the event program, the cameraman has a very important role because the cameraman determines and is responsible for taking video. When production takes place, the cameraman must keep the camera's movement in order not to shake on the tripod. The terms of basic movement on the camera that is applied to the process of taking video program Special Dialogue program that is panning, tilling, crabbing, and zooming.

Panning is a shooting that moves the camera from left to right or vice versa. Tilling is the movement of the camera up and down, usually to display a person's figure and cause a sense of curiosity of the audience. Crabbing is the basic movement of the camera with the camera moved to the right and left by using a tripod or trolley. Zooming is a physically shooting camera that does not move. But only zooming button to take pictures. When the button is pressed backwards, the object is taken will move away and the button is pressed forward then the object will be drawn closer (Bonnafix, 2011).

The fourth stage in the production phase is to direct the production of the *Dialog Khusus* program. In the production process, the person in charge of the ongoing production process of the event program is the producer of the *Dialog Khusus* program event. In directing to the production crew, the producer communicates through headphones used by cameramen and Floor Director (FD). The producer communicates with technical

staff by using Handy Talky (HT). To conduct referrals against the host, the producer first directs the FD. In the absence of FD, the producer shall direct to the first cameraman. After that the FD or floor director does a referral to the host.

At the stage of shooting and directing the production of the *Dialog Khusus* program is a production stage that existed in Fred Wibowo's television production management theory. This has a relationship with management functions by Terry and Siagian; controlling. The relationship between the two theories is having the equation in overseeing a stage of development implementation. In the Qur'an, controlling is transiently, so then will appear inner discipline (orderly self from within). That is why in the era of the first Islamic generation, the motivation of their work is God even though in worldliness things that are currently considered tend to be secular though (Engkoswara, 2012). In the Qur'an Surah As-Shura 48 Allah SWT said :

فَإِنْ أَعْرَضُوا فَمَا أَرْسَلْنَاكَ عَلَيْهِمْ حَفِيظًا ۗ إِنَّ  
عَلَيْكَ إِلَّا الْبَلَاغُ ۗ وَإِنَّا إِذَا أَذَقْنَا الْإِنْسَانَ مِنَّا  
رَحْمَةً فَرِحَ بِهَا ۗ وَإِنْ تُصِيبُهُمْ سَيِّئَةٌ بِمَا قَدَّمَتْ  
أَيْدِيهِمْ فَإِنَّ الْإِنْسَانَ كَفُورٌ

*"If then they run away, We have not sent thee as a guard over them. Thy duty is but to convey (the Message). And truly, when We give man a taste of a Mercy from Ourselves, he doth exult thereat, but when some ill happens to him, on account of the deeds which his hands have sent forth, truly then is man ungrateful"* (As-Syura:48)

From the above verse, it can be found supervision efforts made by angels on the



messenger of Allah SWT to convey the message to human. When humans feel cheerful, then it is a mercy for them. But if people feel the distress and sadness, then it is because of their actions that disbelieve the blessings that have been given by Allah SWT.

#### Post-Production

In post production, all crew use tools used for production. After that all production crew to evaluate with the producer. The elements of the evaluation made by the producer to the production crew are when there are some technical faults such as an inappropriate shooting pattern, camera shake while taking a picture, clip-on that is not lit when the host or speaker speaks and technician error. Evaluation by producers of production crew occurs when post production and evaluation stage are only done if there are errors and do not hold associations to discuss the results that have been done in accordance with planning.

The second stage in the post-production stage is editing. But the editing stage of the Special Dialogue program is done when the production process takes place, because the program is a live show program. According to Anung Satria Darmawan as the coordinator of ADiTV Yogyakarta program stated that the purpose of the editing process in *Dialog Khusus* program is to equate the *obb* with bumper out, justify writing the wrong host name or resource and correct the writing of the wrong theme. According to Suriyono as coordinator editor of ADiTV stated that the editing process on Special Dialogue program is done when the production takes place in Master Control Room (MCR).

Evaluating and editing phase is a post-production stage in Fred Wibowo's television production management theory. This has a

relationship with the management function according to Siagian is evaluating (evaluation). The relationship between the two theories is to have the equation to evaluate the results of the planning objectives. Editing is the process of moving and organizing video shots or recording images into a new image recording and nice to see. In the Qur'an evaluation aims to record the deeds of human acts during the world of nature. Allah SWT said:

إِذْ يَتَلَقَّى الْمُتَلَقِّيَانِ عَنِ الْيَمِينِ وَعَنِ الشِّمَالِ  
قَعِيدٌ ﴿١٧﴾ مَا يَلْفِظُ مِنْ قَوْلٍ إِلَّا لَدَيْهِ رَقِيبٌ  
عَتِيدٌ ﴿١٨﴾

"Behold, two (guardian angels) appointed to learn (his doings) learn (and note them), one sitting on the right and one on the left (verse :17) Not a word does he utter but there is a sentinel by Him, ready (to note it)(verse; 18) " (Q:S Qaf:17-18)

Allah SWT Almighty explains that despite knowing every act of his servants, Allah SWT has ordered two angels to record all the words and deeds of his servants.

#### Conclusion

It can be concluded that the production management program *Dialog Khusus* event has been in accordance with the theory applied in the production management stage of television program owned by Fred Wibowo and has a relationship with the management function according to George R Terry and Dr.Sondang P Siagian. The theory theory is described in the Qur'an that management in the perspective of Islam is very important and needed by humans in doing activities.

However there were several new stages that were found and do not have on the theory of production stages of television

programs owned by Fred Wibowo; making a rundown of events, and determining the wardrobe for the host and speakers. There were several obstacles that occur in the production management stage of the program Special Dialogue (Dialog Khusus) program; (1) in the pre-production stage in designing the budget, marketing division ADiTV not cooperate with other companies in the form of sponsorship for *Dialog Khusus* program because the income for the production process from clients; (2) at the stage of production in the arrangement of sets of stage, decorative artistic division suffered from lack of human resources, because in that division human resources available amounted to one person that is Setya. Therefore it is necessary to add human resources to the artistic division of decoration. In addition there are other constraints in the production stage of the error of the technique of lighting and clip-on is not lit. Third, in the post-production stage in the evaluation is still lacking in performing associations between producers with crew production or students and students who conduct internships and Field Work Practices (PKL) to evaluate the planned stage by measuring the work that has been implemented.

### Suggestion

It is suggested for the budgeting stage, ADiTV's marketing division needs to work with other companies such as food, beverage, moslem or other products to be sponsorship in *Dialog Khusus* program. It aims to introduce Special Dialogue (*Dialog Khusus*) program to the audience in Yogyakarta and its surrounding area so as to get a positive response and rating of the program increases and helps other companies to promote the goods.

Moreover for stage setting, it is necessary to add human resources to artistic decoration division. This aims to facilitate the arrangement of sets of stage and for the evaluation stage needs to be a gathering between producers with crew production or students or apprentices. It aims to evaluate what has been planned and measure the work done.

At last, for next researcher due to limited time and effort, this study has many shortcomings, so it is expected to further research to examine the effectiveness of *Dialog Khusus* program event in ADiTV Yogyakarta

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