

## **ABSTRACT**

*Television entertainment show program nowadays becoming an interest for audience and can reach the highest amount of rating. TVRI is Indonesian public television which shows entertainment shows too. But, the amount of rating can't reach the highest score if it's compared with private television. The strict competition in broadcasting industry makes TVRI intensify its creativity and broadcast quality in order to get the audience back to watch. Public needs independent public television, and loyal to give a helpful education. Absolutely, it's required to do strategies from appearance, then, have to think how to sale the program so that people easy to know it and the program can attract the audience. Furthermore, TVRI must do the program planning design strategies well.*

*This research was done in order to discover the program design strategy of entertainment show program in TVRI. The concept of design program strategy which is used in this research according to Peter K Pringle broadcast program strategy in Morissan book titled "Broadcasting Media Management". The Program Design Strategy by Peter K Pringle is consisting program planning, program production and purchasing, program execution, monitoring and evaluation program. In this study, the researcher focused on one of superior program in TVRI, it's called Kamera Ria. It begins from program planning until monitoring.*

*The type of this research is case study with qualitative method. It used depth interview, observation, and a number of data which obtained in a comprehensive manner for data collecting technique.*

*The final results of this research stated that TVRI entertainment programs haven't been effective in reaching the target audience. Therefore, rating research is the most important basic for program determining. A lot of things should be evaluated by TVRI in order to make better and interesting program packaging.*

*Key words : Program Strategy, Entertainment Show, Public Television, TVRI*