

ABSTRACT

High improvement in television world today has made the television company to compete for getting the mass. To face such competitive situation, the television company has to be able to reach the viewer through their special television programs, because the viewer is one of worth asset for television, especially the private one. A lot of viewer of a program will make commercial break production people use the television for promoting their product. One way to make this condition is create broadcasting program which fit with the formation and the target. One of the programs from Trans TV is Lepas Malam. This talk show and interview program is not interesting viewer yet. Because of that, the creative and production team need to look for the way how the program can be interesting for the viewers. One method can be used for designing the broadcasting program is *Quality Function Deployment*, where the designing process is integrated by voice of customer and company ability

In order to the broadcasting program can be fit with need and want of the viewer, the market research need to be hold. Based on the interview with the main viewer, we get 10 attribute needs for night talk show program. Those attributes can be classified in the tree diagram according to their each specification, and then determining the value of performance from each classification by using WAP method. This value will be input on House of Quality. Next step is determining technical characteristics. From the research we get 9 technical aspects from broadcasting program.

From HOQ matrix, we will get the highest value for need attribute and technical matrix. The attribute has represented important attribute which must be paid attention by company and to improve its performance. While, the highest priority of technical characteristic got from technical characteristic which give the biggest contribution for the company.

The result of this research has recommended to Trans TV creative and production team for developing Lepas Malam program. This development is supposed to give more satisfaction for the Trans TV viewer in watching Lepas Malam program.