



The Faculty of Communication and Media Studies
Diploma in Communication and Media
Universiti Teknologi Mara (UiTM) Campus Malacca

PROFESSIONAL PROJECT
(COM363)

TITLE:

The Live Talk Show: The Challenges in Pre-production, Production and Post-production OF 'Apa Ke Halnya?'

CLASS:
DMC 6A

PREPARED BY:

NURUL AIN BT NASIS @ NASIRPUDIN	2006252701
RITA BT CUCU SYAMSURI	2006253276
SYAFIQ B ANTHONY NOEL MAGNESS	2006250172
KHIR MUKMIN B MOHD ZAMANI	2006653798
MOHD MUHAJIR B MOHD JIWAHIR	2006250682

PREPARED FOR:
MADAM NOOR ASHMALIA BT MOHD ASHRAFF

DATE OF SUBMITTED:
3RD APRIL 2009

TABLE OF CONTENT

1.0	INTRODUCTION.....	02
1.1	Background of the study.....	02
1.2	Statement of the research problem.....	06
1.3	Research Questions.....	08
1.4	Research Objectives.....	09
1.5	Significance of the Study.....	10
1.6	Scope/ Limitation of the study.....	11
1.7	Conceptual Framework.....	12
	1.7.1 The Social Interaction Theory	
	1.7.2 Hegemony Media Theory	
	1.7.3 Cultural – Social Approach	
2.0	LITERATURE REVIEW.....	15
2.1	Preproduction, Production and Postproduction.....	15
2.2	Production Model.....	20
2.3	Behind the Camera: Who Works for What?	22
	2.3.1 Non-technical Production Personnel.....	22
	2.3.2 Technical Production Personnel.....	27
2.4	Studio Control Room.....	30
2.5	Online and Offline Editing.....	38
2.6	Hidden Cameras and Recorders.....	40
3.0	METHODOLOGY.....	44
3.1	Observations.....	44
3.2	Observations Diaries.....	53
3.3	Interview with the Producer	64
4.0	RESULTS AND DISCUSSION.....	68
4.1	The Challenges	68
5.0	CONCLUSION.....	73
5.1	Recommendation and Implication.....	75
6.0	REFERENCES.....	77
7.0	APPENDICES.....	78

1.0 INTRODUCTION

1.1 Background of the Study

A live program has been around long before recorded program as the first broadcast was a radio broadcast that existed first. Generally, in television industry, live program are always about news and morning talk show. Talk shows program at first are not very popular in the 90s. But as the world moving forward and the broadcast industry to move ahead into the new era and technology, the whole industry competing each other to produce a reality program that are mostly broadcasted live to the viewers and not surprising, there has been a rapid growth on broadcasting a live talk show where most of it either talking about current issues, social issues, community issues even some of the talk show are made of just for gossiping and wasting time.

If there used to be the producer came up with an idea to make a program, nowadays, the celebrities sometime come an idea to make their own talk show. For example, *Saturday Night Live*, *Jimmy Kimmel Live* and so forth while in Malaysia, Currently, most of the celebrities talk show are not live broadcasted but else than celebrities talk shows that is discussing the current issues in the morning will be around for a long time in a channel as sometimes, it's like a must for the audience to tune in to their favorite morning talk show as we can take for example, the morning talk show in Malaysia that has been years; *The Breakfast Show*, *Selamat Pagi Malaysia*, *Malaysia Hari Ini* and so on.

According to the Oxford Paperback Dictionary Thesaurus and Word power Guide (2001), in terms of broadcast, *Live* means; transmitted at the same time of occurrence. Whilst, the term of *talk* means; speak in order to give information or express ideas or feelings. For the term of *show*, (cause) someone to understand something by explaining or doing it oneself or in noun; a light entertainment program on television or radio. But, for the terms of *talk show* means, chat show.

'*Apa Ke Halnya?*' is among the latest talk show in Malaysia's industry that discussing the latest issues that mostly revolve in the life of the Malaysian citizens. The one that responsible of having the idea of producing a live talk show that is relax and chilling that evolves the atmosphere of "Malaysian" is Dato' Farid Ridzuan from Media Prima Berhad. He was the one that wants to create '*Apa Ke Halnya?*' after he knew that Mr. Os or his real name, En. Mohd. Yusof B. Ismail drove a taxi at his free time as a job. Dato' Farid then, says to Mr. Os, "why not we make a talk show that take passenger to be in the show?" So, this is the origins of the idea and it is a good idea where this talk show is different and much more unique than any talk show that existed. So, before the first episode, the production team took about a week to prepare the production, the idea and anything that they need in terms to make the idea happened.

At last, after a week of preparation, this live talk show called '*Apa Ke Halnya?*' successfully make it first debut on 3rd January 2009. The producer of this show is Mr. Shahrizan Razalli, while the other 3 team players or the associate/assistant producers are Miss Lily Diana, Mr. Khairul Anuar and Mr. Engku Azmin. For the talent, or the host, they unites the oldies and the new era of comedian actor in the showbiz that is Mr. Os, Din Beramboi and Shamsul Ghau Ghau to host and cracking jokes and make it happening. While, still, the concept is a taxi driver discussing issues with the passenger in the hidden camera, the job as a taxi driver also handle by the main host of the program, that is also Mr. Os (earlier, the researchers states that Mr. Os taking has a part time job as a taxi driver).

For their first week of debut or the first three episodes, they broadcast their program not in the studio, but instead, at the entrance of Glennmarie studio where they build a temporary stage for them to broadcast, before the setup or the design of the studio settled. Every week ever since their first debut on 3rd January 2009, they broadcast their program at 10.30am – 11.30 am every Friday to Sunday at channel 9 or better known as TV9. But after

awhile, the time for them to on air has changed to 10 am – 11 am on the same day and the same channel. As most the Malaysian citizen recognize, the motto for TV9 is '*Dekat di Hati*' which is suitable for the whole concept of '*Apa Ke Halnya?*' that is chilling and entertain with the host cracking jokes with each other and still talking about serious issues. Or in other word, it is more into the 'Malaysian style of living' that is like having conversations with close friends. For the researcher, their concept of having the idea of taking passenger and recorded the conversation in the hidden camera and put it in the show, is a great way to approach the audiences because the audience can relate themselves to those that gave the opinion on the issues. This is another reason why it is relevant of having '*Apa Ke Halnya?*' broadcast in channel TV9 where the audience can relate themselves to the show that is on air at the moment. TV9 is also well-known for their program that is more into the family entertainment where the whole family can watch together.

Although this program sounds like interesting and simpler than any other formal still, it is normal for the production facing a little difficulty to run this program. In any new program, usually the production will be facing challenges in any phases either in Preproduction, Production or Postproduction. The production can't run from this challenges but they need to overcome those thing that come up while they running it. Natures even approve it that human do make mistakes but how they overcome it?

The researchers wonders, how the production team of '*Apa Ke Halnya?*' handle the challenges that they will be confront later in Preproduction, Production and Postproduction of the program? And at the same time, how they manage to overcome the complexity or how they can stands with all the stress and tension during the processes occur in the production.