

ABSTRACT

Muhammad Rifqy Fahrezi (2021041068)

PRODUCTION ASSISTANT ACTIVITY IN KIDS TV CHANNEL AT MNC CHANNELS

For three months Practicum did Internship at MNC Channels. Practitioners occupy a position as Production Assistant on the Kids TV channel. Practitioners have the opportunity to experience firsthand the field of broadcasting work. Practitioners are responsible for the entire production process starting from pre-production, production, and post-production. Practitioners gain a lot of knowledge while carrying out Professional Work starting from what is needed during the production process, how systematically carried out during production, and how the post-production process is so that the material can be fit to air on television. In the pre-production stage, practitioners brainstorm ideas with colleagues regarding the concept to be carried out. In the production stage, the practitioner is obliged to fulfill the shooting needs and all the needs that have been determined in the previous pre-production process. In the post-production process Practicum learns how to do good editing in accordance with television regulations. Practitioners learn all of this in order to gain knowledge of how good content is produced. The Internship that Practicum does intersects with the course that Practicum teaches, namely Audio and Visual Media which intersects with the production of a content.

Keywords: Production Assistant, Television, Kids TV, MNC Channels