

ABSTRACT

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KEGIATAN PRODUKSI PROGRAM TELEVISI PADA DEPARTEMEN MUSIK TV MNC CHANNELS

This internship out aims of gaining practical experience in the real world of work and how the world of work is included in the Communication Science study program with a Public Relations minor. Practitioner carries out professional work at MNC Channels in the Music TV department, which is a subscription television that offers exclusive channels through PT MNC Sky Vision's streaming application. Practitioner joins the MNC Channels Music TV department in the Creative position in the BUCIN program, namely conducting research, creating scripts, and creating a Metadata Verification (PMV) Program and carrying as Liaison Officer Talent in the FWB program, namely being responsible for managing talent from the start of pre-production until post-production. Duties and responsibilities of practitioners during production go through several stages, namely Pre-Production, Production and Post-Production. In implementing this professional work activity, there are a number of courses that are relevant to this field, such as Critical & Creative Thinking, Audio Visual Media, Introduction to Journalism and Online Journalism which are relevant to the practical assignments.

Keywords: Professional Internship, MNC Channels, Music TV, Creative Production, Liaison Officer Talent