

ABSTRACT

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CREATIVE TEAM ACTIVITIES IN INDONESIAN MEDIA BRAND COMPANIES

This report analyzes the strategic role of the production division in the activities of the creative team at a media company in Indonesia. In the context of the rapid development of the digital era, the production division has a crucial responsibility in producing innovative and interesting content, which not only meets audience expectations but also provides added value for the company. Through a collaborative approach that includes research, script writing, as well as production and post-production processes, this division contributes significantly to the quality and success of the programs produced. These findings indicate that the involvement of the creative team with the production division is very important in realizing new ideas and determining the direction of content that is relevant and in line with market needs. It is hoped that this report will provide valuable insights and references for students and professionals in the communications and media field to understand the dynamics of collaboration between divisions in the creative industry.

Keywords: *Production, Creative team, Media content*