

ABSTRACT

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CONTENT ANALYST ACTIVITIES IN RESEARCH AND DEVELOPMENT AT MNC CHANNELS

Content Analysts are there to analyse and evaluate the content that is appropriate in the context of communication and media. Practitioners are assigned as content analysts in the Research and Development Department, with a focus on analysing SindoNews TV news content and comparing it with competitors such as CNN Indonesia, as well as monitoring the latest news trends. I analysed a number of MNC Group's Pay TV programs, such as Sindo Pagi, Sindo Siang, Sindo Malam, Sindo Prime, Sindo Today, Inside Story, One on One, and Top Issue. This analysis aims to evaluate and develop programmes to better suit the needs of the audience through the process of monitoring broadcasts, Minute by Minute (MBM) analysis, highlighting key moments, and tracking data. To support efficiency, Nemon2 and Microsoft Excel applications were used. This experience gives practitioners the opportunity to apply lecture theories, especially in the fields of journalism and television media production, to ensure the quality and relevance of content according to viewer preferences.

Keywords: Content Analyst, Research and Development, MNC Channels