

ABSTRACT

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THE PROCESS OF WORKING IN THE DIVISIONS OF THE DIGITAL MARKETING ASSISTANT PROJECT PT ANAK MUDA GRUP (CAMEO PROJECT)

The internship program as an Assistant Project (PA) at Cameo Project under the Merdeka Belajar Kampus Merdeka (MBKM) framework focuses on managing the production of digital content and television programs. The Assistant Project job description includes preparing production schedules, creating call sheets, managing logistics, coordinating between creative and technical teams, and supervising production processes to ensure outcomes meet established standards. Required hard skills include proficiency in video editing software, graphic design tools, technical knowledge of production equipment, and effective time management to meet tight deadlines. Necessary soft skills encompass strong interpersonal communication, adaptability to fast-paced workflows, problem-solving under pressure, and leadership in managing cross-functional teams. This internship is relevant to courses such as Production Management, Feature and Documentary Production, In-Depth Television Reporting, Journalism Ethics and Law, Professional Work, and Communication Seminars, which provide a theoretical basis in production processes, ethics, and communication strategies. However, a gap exists between academic theory and practice, especially in addressing complex field challenges, managing tight schedules, and collaborating across departments. This program offers hands-on experience that integrates academic knowledge with industry demands, enhancing both technical and interpersonal skills, and preparing interns to navigate the dynamic challenges of the creative industry professionally and competently.

Keywords: MBKM Internship, Project Assistant, Digital Content Production, Project Management, Creative Industry, Cameo Project.