

ABSTRACT

Haifa Salsabila Hutomo (2021041109)

ASSISTANT PRODUCER ACTIVITIES IN THE PRODUCTION OF THE SHOW 'GET ALONG WITH BELLA' AT PRAMBORS RADIO

The internship activities serve as an initial step for students to understand the real-world work environment and to implement the theories they have learned. During this internship, the student worked at a radio station, Prambors Radio, serving as an assistant producer for the program "Get Along with Bella." The main responsibilities included news research and managing broadcast content. These activities are closely related to the courses taken, such as Professional Work, Communication Seminar, Feature and Documentary Production, In-Depth Television Reporting Production, and Journalism Professional Law and Ethics. This internship provided an opportunity to sharpen communication skills, internal teamwork, creativity, and technical expertise in the broadcasting industry, covering the stages from pre-production, production, to post-production. The internship experience successfully enriched theoretical understanding in the field of Communication through hands-on practice in a professional context. With the ever-evolving media industry, this internship provided valuable insights into the importance of creativity and adaptability in modern broadcasting.

Keywords: assistant producer, news research, radio broadcasting, Prambors Radio