

ABSTRACT

Bunga Novianti (2021041022)

ACTIVITIES OF THE PRODUCTION ASSISTANT (PA) DIVISION AT PT. ANAK MUDA GRUP (CAMEO PROJECT)

*The Merdeka Belajar Kampus Merdeka (MBKM) internship program at PT. Anak Muda Grup (Cameo Project) provided hands-on experience in the creative industry, specifically in audiovisual content and digital media production. During the internship, the intern served as a Production Assistant and Project Manager, handling various aspects of production such as script breakdown, call sheets, logistics coordination, and team communication. The intern participated in projects like *Mabar*, *Cerita Misteri*, *Receh Battle*, and the sitcom *Sekuriti* on MNC TV. This internship offered insights into pre-production, production, and post-production processes, the importance of journalistic ethics, as well as technical skills (video editing, logistics management) and soft skills (problem-solving, communication, adaptability). Collaboration and project management proved to be key to producing high-quality content. This experience equips the intern to face professional challenges and contribute to Indonesia's creative industry.*

Keywords: *content production, production assistant, project management, audiovisual content, creative industry, mbkm, PT. Anak Muda Grup Cameo Project.*