

ABSTRACT

Olivia Juliana Andrian (2021041005)

THE ROLE OF THE CREATIVE DIVISION IN PT. MEDIA ONSU PERKASA (MOP CHANNEL)

This professional work report is compiled as documentation and evaluation of the implementation of professional work at PT Media Onsu Perkasa (MOP Channel) which takes place from June to December 2024. Practicum serves in the Creative Division, with the main responsibility for producing and planning programs. Practitioners perform the task of making planning, research, treatment, managing the flow to ensure the concept is in accordance with the target audience, searching and selecting talent to support the success of the program, and managing the process of publishing content materials. All of these activities are carried out with the aim of supporting MOP Channel in producing quality, interesting, and educational content. Through this report, the work process, challenges faced, solutions implemented, and evaluation of achievements during the profession's working period are explained. The results of this activity show that the role of the Creative Division is very important in maintaining the consistency of content quality and the attractiveness of programs in the media industry. This report is expected to be a reference for the implementation of similar professional work in the future.

Keywords: Creative, Program, Production, PT. Media Onsu Perkasa