

ABSTRACT

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CREATIVE TEAM ACTIVITIES AT PT BIKERS DAKWAH INDONESIA

While carrying out professional work at the creative division of PT Bikers Da'wah Indonesia, Intern have the opportunity to work as well as learn about the activities carried out by the creative team in managing an event program that airs on Youtube media. Starting from searching for ideas for the program being run, determining guest stars or a resource person to be invited, to making profiles of guest stars and also making a list of questions for talk show programs. In addition, Intern is also assigned to be an assistant to the producer who is active in helping all the work of the producer and is responsible for the 3 programs that are run. Not only that, Intern is also tasked with being the floor director when carrying out professional work at Bikers Da'wah Indonesia. In carrying out their duties there are 3 stages that are carried out by Intern in carrying out the work, starting from pre-production, production, and post-production. The achievement that has been made by the Intern is by increasing the number of viewers and subscribers of Alfie Alfandy's Youtube. When carrying out professional work, Intern also acquire and improve soft skills, ranging from good communication, coordination, and time management.

Keywords: Creative Team, Assistant Producer, Floor Director, Digital, Event Program