

ABSTRACT

Namira Nazra (2018041095)

CREATIVE CONTENT PRODUCTION ACTIVITIES ON THE PRIME TIME PROGRAM ON BENS RADIO

The current workforce, especially fresh graduates, must master their fields or skills. This is because most companies today only need skills in Hard Skills and Soft Skills that their employees have to develop their company. Intern as students majoring in Communication Studies with a minor in Broadcasting, Faculty of Humanities and Business, Universitas Pembangunan Jaya train and develop abilities by carrying out Professional Work (KP) courses. Intern go directly into the world of work by conducting Professional Work at Bens Radio. While carrying out professional work activities at Bens Radio as creative content on prime time programs. Intern have the opportunity to participate and be directly involved in general and special activities at Bens Radio such as planning, producing, and evaluating content plans for prime time programs On Air and Digital. Intern plans a content plan within a certain period of time, aiming to increase listener awareness and expand listener reach. In addition to being a creative content plan for prime time programs, Intern also have additional work, namely, assigned to create Minutes of Meeting, and create program broadcast frameworks. In the successful implementation of the activities carried out by Bens Radio, Intern carry out tasks, namely general activities, namely daily meetings and weekly meetings with the producer, creative, broadcaster and digital division teams. Where these activities will later become daily and weekly evaluation materials for each prime time program that Intern runs as a professional work assignment.

Keywords: *Bens Radio, Creative, Content Planer, Prime Time Program, On Air, and Digital.*