

## **ABSTRACT**

**Iftikareen Rayhane Soeyatno (2018041058)**

### **CONTENT ANALYST ACTIVITIES IN THE RESEARCH AND DEVELOPMENT DIVISION PT INDOSIAR VISUAL MANDIRI**

*While working on an internship program at PT Indosiar Visual Mandiri, intern works in the Research and Development Division and is under the supervision of the Head of the Development section. In this Internship Opportunity, intern gets the opportunity to be directly involved behind the scenes of television programs. The practitioner focuses on developing Drama programs on the Indosiar Television Station. In improving quality and competitiveness, Indosiar uses Minute by Minute as a means to match data received through AGB Nielsen with the performance of their shows. So the Minute by Minute report, can show the shortcomings and advantages of shows, for the own television stations and rival television stations. In making Minute by Minute, the practitioner also learns to monitor the program by listening deeply in order to be able to compile an evaluation report for each show. Every time they finish coding for Minutes by Minutes, the practitioner also learns to be creative in presenting an evaluation that keeps on being different from each show. So happy learning about 3 months at PT Indosiar Visual Mandiri, the practitioner managed to learn that accuracy and speed are needed in television because they are racing against deadlines. This is because Minute by Minute Results must be collected as evaluation material for evaluation to superiors and externals. For Drama Programs, presentations are presented to supervisor, the Production team, the Programming division, and the Production House.*

**Keywords: Indosiar, Research and Development, Review, Minute by Minute**