

ABSTRACT

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PERANCANGAN PRODUKSI AUDIO VISUAL DI PRODUCTION HOUSE SML ENTERTAINMENT

SML Entertainment is a production house that is engaged in providing audio-visual production services, live broadcasting, and also talent management. During this professional work program, the practitioner works as a video editor as well as a production crew. Jobdesk given to the practitioner as a crew include camera person, camera assistant, audio assistant, documentation, runner, livestream operator, and also a production assistant. During professional work at SML Entertainment, the practitioner works online for editing work and offline for production work through guidance and work briefings by work supervisors. Practitioners gain a lot of knowledge not only about technical fields in the field but also how to work in teams and handle clients.

Keywords: *Production House, Multimedia, Work Ethic*