

## **ABSTRACT**

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### **NON NEWS PRODUCTION ASSISTANT ACTIVITIES AND WORK PROCESS ON INEWS 'INTENSE REBORN' PROGRAM**

*Currently, the competition in the world of work is getting tougher. The existence of digital technology, makes a large number of the human population replaced by technology. In addition, the covid-19 pandemic outbreak, which made many workers laid off, became a challenge for students who had just graduated. Not only with technology, students also have to compete with experienced workers. In order to compete in the world of work, students must master and hone hard and soft skill. To develop hard skill as well as soft skill, students can take part in an internship or internship program based on their educational background. iNews is one of the local television stations that are members of the MNC Group, which has the most extensive network throughout Indonesia. The main activity of iNews is to present various kinds of news and information programs that are fast, accurate, informative, educating and inspiring all Indonesians. While carrying out Professional Work at iNews, Praktikan was placed as a Production Assistant (PA) in the 'Intens Reborn' infotainment program. In day-to-day Praktikan is responsible for all needs and needs of production, from pre-production, production to post-production. Not only that, while doing Professional Work at iNews, Praktikan hone leadership and communication skill to coordinate with a production team.*

**Keywords:** Professional Work, Hard Skill, Soft Skill, Intense Reborn, Production Assistants, Communication Science, roadcasting, iNews