

ABSTRACT

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CREATIVE PRODUCTION ACTIVITIES IN THE CREATIVE DIVISION OF RCTI+

One of the requirements that must be met in completing the undergraduate study (S1), the practitioner is required to carry out Internship. This Internship is carried out with the aim that the practitioner can get a real picture of how the world of work is in accordance with the Communication Science and Minor Broadcast Journalism study program. Practitioners carry out Internship at RCTI+ which is an application that was acquired by PT. MNC Digital Indonesia which is a subsidiary of PT. MNC Group. In the midst of increasingly rapid technological developments, the television industry has actually experienced a decline so that a review of the programs that are broadcast is needed. Thus, there are many free online applications, one of which is RCTI+. The RCTI+ application is a mobile streaming application that acquired four television stations, namely MNCTV, RCTI, GTV, and iNews. Practitioners are members of the RCTI+ production department in creative team positions with a focus on finding creative ideas, forming a program concept, and so on. In internship activities, there are many work activities that have relevance to existing courses such as Television News Production (PBTV), Audio Visual Media (MAV), Mass Communication, and others. These courses have relevance when the practitioner joins several programs owned by RCTI+, namely Nobar Bestie, Boyzlife Concert+, RCTI+ 3rd Anniversary Musicverse, Indonesia Drama Series Awards, Backstage+ Miss Indonesia 2022, HighEnd With HighTea Special Podcast, Backstage+ Seol In Ah, The Indonesian Next Big Star and Indonesian Television Awards.

Keywords: Internship, PT. MNC Group, RCTI+, Creative Division, Course, Event Program