

## ABSTRAK

Dini Apriliana (2011041002)

### **PERAN ASISTEN PRODUKSI TELEVISI DALAM PROGRAM INFOTAINMENT DI STASIUN O CHANNEL TV**

*Selama melaksanakan kerja profesi di O Channel TV, Praktikan bekerja pada divisi produksi, yaitu sebagai Production Assistant (PA). Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan produksi acara infotainment “Loelebay”, mulai dari pra-produksi, produksi, hingga pasca produksi. Mulai dari membuat script, q-card, hingga menjadi Floor Director (FD) termasuk membuat tugas-tugas keseharian.*

*Pada kesehariannya aktifitas Assistant Production (PA) yaitu ikut melaksanakan shooting di dalam maupun diluar studio, membuat run down, dan membuat laporan shooting. Pada setiap proses produksi tersebut, dibutuhkan ketelitian dan detail dalam pekerjaannya. Setiap tim atau crew yang terlibat dituntut untuk dapat bekerjasama dalam kesatuan tim yang utuh sekaligus mampu bekerja sesuai dengan job desk-nya masing-masing. Dalam keseluruhan tahap ini, titik sentral atas kelancaran produksi yakni ditentukan oleh Production Assistant (PA), dimana Production Assistan (PA) bertanggung jawab secara teknis terhadap keseluruhan sebuah proses produksi, mulai dari pra hingga pasca.*

*O Channel sebagai salah satu lembaga siaran televisi swasta dengan menyajikan berbagai program unggulan entertainment yang berbeda. Salah satu program unggulannya yaitu “Loelebay” yang memberikan sajian acara yang informatif dan juga menghibur bagi pemirsanya. Keberhasilan ini tentunya juga tidak pernah lepas dari kerja keras orang-orang hebat dibelakang layar.*

*Pada pelaksanaan laporan KP ini, Praktikan menjelaskan bagaimana peran Production Assistant dapat membuat kelancaran atas produksi suatu program. Selain penjabaran mengenai peran Production Assistant, laporan KP ini juga menjelaskan bagaimana proses produksi acara televise dapat berlangsung dengan baik/ sesuai tujuan dengan mengaitkan teori produksi televise, milik Andi.*

*Kata kunci : produksi, assistant production, infotainment, floor director*

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### **ROLE OF PRODUCTION ASSISTANT TELEVISION IN INFOTAINMET PROGRAM AT THE STATION TV O CHANNEL**

*During carrying out professional work in O Channel TV, I am working on production division, namely as a Production Assistant (PA). In professional work, I have an opportunity to participate and be directly involved in the conduct of production infotainment "Loelebay", ranging from pre-production, production, post-production. Starting from making the script, q-cards, to become Floor Director (FD) including making everyday tasks.*

*In their daily activities, Production Assistant (PA) that participate in the establishment and outside shooting in the studio, such as making a run down, and report the shooting. In each of the production process, requires great care and detail in their work. Each team or crew involved are required to be able to work together in the unity of the team intact and able to work according to his job description of each. Throughout this phase, the central point for the smooth production of which is determined by the Production Assistant (PA), in which the Production Assistant (PA) is technically responsible for the entire production process, from pre to post.*

*O Channel as one of the private television broadcaster to present various flagship programs of different entertainment. "Loelebay" is one excellent program that's provides an informative presentation event and also entertaining for the audience. This success must also never be separated from the hard work of great people behind the scenes.*

*In the implementation of professional work's report, I also explain how roles can make a smooth Production Assistant on the production of a program. In addition to the elaboration of the role of Production Assistant, KP report also describes how the television show production process can take place with good / appropriate objectives by linking theory television production, owned by Andi.*

**Keywords:** *production, production assistant, infotainment, floor director*