

ABSTRACT

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THE ROLE AND WORK PROCESS OF THE CREATIVE TEAM IN THE BRAND STUDIO DIVISION OF DETIKCOM

For three months the intern, he carried out professional work as a staff of the brand studio creative team on detikcom media. The intern duties and responsibilities are related to the production of content from brands that want to become sponsors in detikcom media. In the pre-production, production and post-production stages, the intern sees a correlation between theory and practice in accordance with the Television News Production course in the field of broadcasting in advertising activities. In the pre-production stage, the intern is in charge of conducting research, preparing story ideas as outlined in the story line, breakdown and moodboard. The intern are also given tasks at the production stage, where the creative team directs the production team or personal camera related to the stock shoot and angle taken, provides briefings to talents and checks whether the script that has been made matches the output. In the post-production stage, the intern is in charge of helping editors to tidy up the order of images, give time code and check the series of images produced. In addition, the intern is also given additional tasks including making Tiktok Brand Studio, becoming a CG operation in live streaming activities and script promter for the host. The intern are required to provide creative ideas with the aim of attracting clients who will cooperate with detikcom.

Keywords: Detikcom, Creative Team, Pre Production, Production, Post-Production