

ABSTRAK

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PERAN ASISTEN PRODUKSI DALAM PROGRAM TELEKUIS SCTV (PERIODE JUNI – SEPTEMBER 2017)

Kerja profesi dilakukan sebagai salah satu mata kuliah di program studi Ilmu Komunikasi Universitas Pembangunan Jaya. Kerja profesi dilakukan di PT. Indonesia Entertainment Produksi yang terletak di Gedung Indosiar, Jalan Damai no 11, Daan Mogot, Jakarta Barat. Praktikan ditempatkan di divisi produksi. Divisi ini bertugas untuk menyiapkan materi untuk pelaksanaan shooting dari berbagai program yang tayang di SCTV, dan Indosiar juga menyiapkan segala teknis untuk proses shooting. Praktikan memilih melakukan kerja profesi di PT. IEP karena praktikan sendiri sudah memiliki minat di bidang broadcasting sejak pertama kali menginjakkan kaki di Universitas Pembangunan Jaya.

Selama melaksanakan kegiatan kerja profesi di PT. Indonesia Entertainment Produksi, praktikan berada dibawah bimbingan dari salah satu Produser tim produksi, Eka Prathika. Praktikan berkesempatan untuk turut serta dalam kegiatan produksi program-program di PT. IEP. Kegiatan-kegiatan yang dilakukan praktikan seperti, mempersiapkan bahan materi dan keperluan dari pra produksi hingga pasca produksi untuk proses shooting, mempersiapkan segala teknis-teknis untuk kebutuhan shooting, serta mengedit materi hasil taping. Kegiatan produksi praktikan terfokus kepada program Telekuis untuk program SCTV dan Indosiar.

Dari kerja profesi ini, praktikan menjadi paham akan seluk-beluk di industri pertelevisian serta sudah mendapatkan gambaran mengenai pekerjaan di industri pertelevisian.

Kata kunci: Asisten Produksi, Proses Produksi, Program Telekuis.

ABSTRACT

Dwi Putri Hidayati (2014041019)

PRODUCTION ASSISTANT'S ROLE IN SCTV'S TELEKUIS PROGRAM (FOR THE PERIOD OF JUNE – SEPTEMBER 2017)

Internship programme performed was done as one of the subjects in Communication Studies major in Universitas Pembangunan Jaya. Internship programme was done at PT. Indonesia Entertainment Produksi which is located in Indosiar Building, Damai Street no 11, Daan Mogot, West Jakarta. Practitioner was placed in the production division. The division is in charge of preparing material for the shooting of various programs which air on SCTV, and Indosiar also prepares for all the technical needed in the process. Practitioner chose to do Kerja Profesi in PT. IEP because practitioner has had an interest in the field of broadcasting since practitioner first set foot in Universitas Pembangunan Jaya.

During the time of Internship programme at PT. Indonesia Entertainment Produksi, practitioner was under the guidance of one of the production team producer, Eka Prathika. Practitioner had the opportunity to participate in the production activities of the programs at PT. IEP. Activities such as, preparing materials and all things needed for pre-production to post-production for the shooting process, preparing all the technicalities that are needed, as well as editing the result of taping material. Practitioner's production activity is focused on Telekuis programme for SCTV and Indosiar's program.

From Internship programme, practitioner has become aware of the ins and outs in the television industry and gotten a picture of the work in the television industry.

Keywords: Production Assistant, Production Process, Telekuis Programme.