

ABSTRACT

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THE ROLE AND WORK PROCESS OF THE ASSISTANT PRODUCER OF THE GEN 98.7 FM RADIO "SEMANGAT PAGI" PROGRAM

The radio media industry is currently experiencing a transformation in the digital era in the context of the production, distribution, and consumption of broadcast programs. Not only the technology of broadcast production equipment but also the need for quality human resources and the way broadcasting works has also changed, including the assistant producer of a broadcast program. Based on this background, the practitioner carries out Professional Work (KP) on Gen 98.7 FM radio as an Assistant Producer. While carrying out Professional Work as an assistant producer, the practitioner has duties and responsibilities in the pre-production, production, to post-production processes in the Gen FM 'Semangat Pagi' program. In the pre-production stage, the practitioner operates the Radar Cross Section (RCS), brainstorms with producers, seek broadcast ideas and topics, seeks and conducts caller briefings, and briefings with broadcasters and guest stars. At the production stage, students deliver broadcast material and accompany the broadcaster during the broadcast. In addition, practitioner edits live-tapping daily broadcast material, podcast content and makes weekly reports. Outside of their main job, students also help with talents and assignments related to Gen FM broadcast content on social media. Through the professional work undertaken, the practitioner finds a link between the practice of radio broadcast production and the theory obtained during studies in the communication science study program, especially theories related to mass communication, media management, television news production, audiovisual media, introduction to journalism, ethics, and law journalistic profession, and other courses that have a foundation in broadcast journalism practice.

Keywords: Radio, Broadcast Program, Production Activities, Assistant Producer.