

## **ABSTRACT**

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### **PROSES KERJA PRODUCTION ASSISTANT (PA) PADA PROGRAM FASHION AND LIFESTYLE DI MNC CHANNELS**

*During the implementation of professional work activities at MNC Channels, practitioners in the Production Assistant division, practitioners directly learn how Production Assistants work in stages, starting from looking for material, how to prepare for coverage and shooting. Carrying out practicum assignments is also taught from technical and non-technical audio-visual media courses, starting from pre-production, production, and post-production. Practitioners in trust are in charge of the 'Celebrity Top 10' program in which to download visual materials. Then practitioners also do coverage, prepared starting from collecting equipment and cars, crew calls, walking coverage to the location, after the coverage is finished the practitioner loads the results of the coverage or copies the coverage material so it doesn't get lost. After that the practitioner begins to complete the script given in the form of visuals, usually in segments one and two. Jafter that create pmv and send impressions. Practitioners are also responsible for finding restaurants or hotels, promoting cooperation in the 'Today'S Special' program on the Lifestyle & Fashion Channel. In addition, practitioners carry out professional work for 3 months, gain knowledge and experience on the process of making a good program, and can understand several things in work as a Production Assistant. Teamwork is important in a good production process.*

**Keywords: Production assistant, pre production, production, post-production, MAV**