

ABSTRAK

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KEGIATAN DIVISI KREATIF DALAM PEMBUATAN KONTEN PROGRAM PADA PT. INDONESIA ENTERTAINMEN PRODUKSI

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 kreatif. Divisi ini bertugas untuk menyiapkan konten-konten dari berbagai program yang tayang di Indosiar, SCTV dan O Channel. 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 Head of Creative. Praktikan berkesempatan untuk turut serta dalam kegiatan kreatif dan produksi program-program di PT. IEP. Kegiatan-kegiatan yang dilakukan praktikan seperti, turut serta menentukan konten acara, memberi masukan terkait lagu-lagu yang akan dibawakan pada salah satu program dan juga turut ikut serta dalam kegiatan produksi VT peserta. Kegiatan produksi praktikan terfokus kepada 2 program yang ada. Yaitu Golden Memories dan Akademi Sahur Indonesia (AKSI).

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

Kata kunci: Divisi Kreatif, Konten – konten, Golden Memories, AKSI

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CREATIVE DIVISION ACTIVITIES IN THE MAKING OF PROGRAM'S CONTENT IN PT. INDONESIA ENTERTAINMEN PRODUKSI

Internship programme performed as one of the subjects in communication studies major in Universitas Pembangunan Jaya. Internship programme was done in PT Indonesia Entertainment production which is located in Indosiar Building, Jalan Damai No. 11, Daan Mogot, West Jakarta. Practitioner was placed on the creative Division. This Division was tasked to prepare the content of the various programmes broadcasted on Indosiar, SCTV and O Channel. Practitioner choose PT. IEP as a place to do the internship programme because practitioner already has an interest in the field of broadcasting since the first moment practitioner arrived at Universitas Pembangunan Jaya.

During the conduct of the internship programme at PT. Indonesia Entertainment Production, practitioner were under the guidance of one of the Head of Creative. Practitioner have the opportunity to participate in creative activities and the production of programs at PT IEP. Activities undertaken praktikan such as, participate to determine the content of the show, give input related songs. In PT. IEP, practitioner's activities are focused to the 2 programmes. Those programmes are Golden Memories and Akademi Sahur Indonesia (AKSI).

From this internship programme, practitioner became familiar with things in television industry and already get an overview about the work in the television industry.

Key Words: Creative Division, Contents, Golden Memories, AKSI