

ABSTRAK

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PELAKSANAAN TUGAS CREATIVE DI PROGRAM SAPA INDONESIA SIANG DI KOMPAS TV

Selama melaksanakan kerja profesi di PT. Gramedia Media Nusantara KOMPAS TV Network Building Jakarta, Praktikan bekerja di bawah pengawasan serta bimbingan Tim Creative Program Sapa Indonesia Siang. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan tugas Tim Creative seperti upload social media, cek property, mencari narasumber serta mengikuti setiap briefing yang diadakan termasuk membantu tugas-tugas keseharian Tim Creative seperti mencari topik untuk acara On The Spot dan membuat script dalam acara tersebut.

Aktivitas atau tanggung jawab Tim Creative Program Sapa Indonesia Siang terfokus pada perancangan news magazine dan documenter yang dikemas secara mengerucut mulai dari berita hard news, soft news dan hal yang berbau menarik. Tim Creative senantiasa berusaha untuk merancang acara-acara menarik pada Program Sapa Indonesia Siang untuk meningkatkan rating penonton dalam acara TV tersebut. Dalam merancang acara-acara, Tim Creative harus melakukan tiga tahapan pekerjaan yaitu pra produksi, produksi, dan pasca produksi. Praktikan tentunya turut ikut serta dalam setiap tahapan sehingga mendapatkan banyak pengalaman mengenai tugas dan tanggung jawab Tim Creative.

Kata Kunci : creative, script, on the spot, produksi

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PELAKSANAAN TUGAS CREATIVE DI PROGRAM SAPA INDONESIA SIANG DI KOMPAS TV

During performing an internship program in PT. Kompas Gramedia TV Network Media Nusantara Building Jakarta, Apprentices was working under the supervision and guidance of Creative Team of Sapa Indonesia Siang's Program. In performing internship program, Apprentices has the opportunity to participate and be directly involved in the implementation of the tasks of the Team Creative like uploading social media, checking the property, gathering source persons and follow each briefing that being held including help with the everyday chores of Team Creative like finding a topic for the show On The Spot and create a script in the event.

Activities or responsibility Creative Team of Sapa Indonesia Siang's Program is focused on designing news magazine and documenter that is packaged pursed start from hard news, soft news and things that smell interesting. Creative teams constantly strive to design exciting events in Sapa Indonesia Siang's Program to boost viewer ratings in the TV show. In designing the events, Creative Team must do three work phases: pre production, production and post-production. Apprentices certainly helped to participate in every stage to get a lot of experience about the tasks and responsibilities of the Creative Team.

Keyword : creative, script, on the spot, production