

ABSTRAK

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PELAKSANAAN FUNGSI DIVISI KREATIF DI PT INDONESIA ENTERTAINMENT PRODUCTION

Selama melaksanakan kerja profesi di PT INDONESIA ENTERTAINMENT PRODUCTION, praktikan bekerja dibawah pengawasan serta bimbingan Head Kreatif. Dalam kegiatan kerja profesi, praktikan berkesempatan untuk berpartisipasi dan terlibat langsung dalam pelaksanaan fungsi divisi kreatif di PT INDONESIA ENTERTAINMENT PRODUCTION ini yaitu dalam bidang kerja pra-produksi seperti membuat konten program, mencari refrensi dan brainstorming menentukan gimmick maupun dalam bidang kerja produksi seperti membuat matador dan merencanakan comment

Aktivitas atau tanggung jawab divisi kreatif PT INDONESIA ENTERTAINMENT PRODUCTION terfokus pada tayangan setiap program yang berada di SCTV dan Indosiar. Divisi kreatif PT INDONESIA ENTERTAINMENT PRODUCTION senantiasa berusaha untuk membuat konten program agar bisa dinikmati khalayak penonton setia SCTV dan Indosiar. Proses pembuatan konten melalui rapat-rapat internal yang dihadiri antar divisi bagian produksi. Lalu dipresentasikan kepada bagian programing. Pada saat penerapan konten kedalam kegiatan produksi, divisi kreatif PT INDONESIA ENTERTAINMENT PRODUCTION terdiri dari beberapa jobdesk dalam satu tim. Yaitu lead,recab dan comment, serta matador.

Kata kunci: divisi kreatif, konten, program

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During carrying out an internship in PT INDONESIA Entertainment PRODUCTION, Practitione working under the supervision and guidance of Head of Creative. In the internship, the practitioner the opportunity to participate and be directly involved in the implementation of the functions of creative division at PT INDONESIA Entertainment PRODUCTION, in the field of pre-production work such as creating program content, looking for references and brainstorming determine gimmick. in the field of production work such as making prompter and recab comment

Activities or liable creative division PT INDONESIA entertainment PRODUCTION focused on impressions every program that was in SCTV and Indosiar. Creative division PT INDONESIA entertainment PRODUCTION constantly strive to create program content that can be enjoyed audiences loyal audience SCTV and Indosiar. Content creation process through internal meetings are attended by between division parts production, Then were presented to the division of the programing. At the application of content into production activities, creative division PT INDONESIA entertainment PRODUCTION consists of several jobdesk team. That leads, recab and comment, as well as the prompter

Keywords: creative division, content, program