

ABSTRACT

Muhamad Hanif Putra Primadi (2017047004)

ASSISTANT PRODUCER ROLE ON CONTENT PLANNING AND IMPLEMENTATION IN UPJ LIVE

During the implementation of professional work at UPJ LIVE, the practitioner works as an assistant producer who is responsible for planning and implementing content. In this process, the practitioner works under the supervision and guidance of the laboratory assistant. The practitioner as an assistant producer contributed to several activities carried out by UPJ LIVE as an editor, content planner, floor director, cameraman and designer. In addition, the practitioner also assists the laboratory assistant in maintaining the tools, stock taking tools, documentation, and making company profiles for UPJ LIVE. From the work carried out by the profession, the practitioner gets a lot of knowledge related to the world of journalism and production processes starting from pre-production, production and post-production.

Keywords: UPJ LIVE, Assistant Producer, Journalism.