

ABSTRACT

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CREATIVE TEAM ACTIVITIES IN THE PRODUCTION DIVISION AT PT BRAND MEDIA INDONESIA COMPANY

In the era of the creative industry, especially in the video, film, and photography subsectors. The utilization of technological advances in training creativity and skills makes practitioners do professional work in one of the creative companies, PT Brand Media Indonesia, which is engaged in content creation and management of client content assets to connect with the public. Practitioners are trusted to be in the Infinity Division with a position as a creative team in content creation starting from pre-production, production, and post-production. Practitioners with the team made three video production programs: Factory Story, Food Comedy, and Teman Bicara Maman. After doing professional work for 3 months, practitioners know the relevance of theory and practice taught at Pembangunan Jaya University. The relevant courses include Introduction to Journalism, Audio Visual Media, and Television News Production. Practitioners successfully apply the field of study so that they gain knowledge and experience in making creative production directly in the world of work.

Keywords: Creative, Content Production, Creative Industries