

ABSTRACT

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PRODUCTION ASSISTANT ACTIVITIES IN THE 'CELEBRITY TOP 10' PROGRAM AT MNC CHANNELS

Professional Work (KP) is one of the requirements for graduating from Jaya Development University. In this KP program, students have the opportunity to better understand, practise analyzing, and experience the reality of the actual working environment. Practice the Professional Work program at MNC Channels, Lifestyle & Fashion on the 'Celebrity Top 10' program as a Production Assistant (PA). In this division, Practice has the primary task of finding material and sending shows every week according to the themes defined by the producer. Besides, Practice also contributes to the Host Tapping process that takes place every Monday. Then practice coverage, which is prepared starting from the request of tools and cars, perform crew calls, road locations, and after coverage practice loading the coverage result so as not to be lost. Thro the process of Working Profession, the practitioner gains a number of obstacles that must be faced and dealt with, and through those obstacles practices is able to gain new learning. Practice this profession for three months with a total of 650 hours of work. In addition, during the course of the work of the profession practitioner gained valuable experience in preparing the cover or shooting, as well as understanding the entire process in the making of the program from pre-production to post-production.

Keywords: Professional Work, MNC Channels, Production Assistant