

## **ABSTRACT**

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### **CREATIVE PRODUCTION DIVISION ACTIVITIES IN THE MUSIC TV DEPARTMENT OF MNC CHANNELS**

*This Internship is carried out with the aim of practitioners being able to get a real picture of the world of work and how the world of work is included in the Communication Science study program with a minor in Broadcast Journalism. Practitioner carries out Internship in the Music TV department of MNC Channels, which is a subscription television and streaming application owned by PT MNC Vision Networks Tbk. Practitioners join the MNC Channels Music TV production department in the creative production position with the main job of looking for creative ideas, forming concepts, research, creating scripts. Additional practical tasks include previewing, exporting and depositing, and PMV (Program Metadata Verification). A creative production person has the most important role in the pre-production stage. The intern works on three programs, where the main program held by the intern is Daebak Chart and Seoultrack and the additional program is Friends With Benefits. In this Intership activity there are work activities that are relevant to the Broadcasting Journalism minor course, such as Television News Production (PBTv), Audio Visual Media, Mass Communication, and Organizational Communication. These courses have relevance when practitioners join the program, especially in script creation and video editing. And there is a gap between theory and practice, namely in theory lectures have basic and idealistic concepts, but in work practice they show real situations, such as catching up to broadcasts, time limits, and technical problems, especially at the production stage.*

**Keywords:** Internship, MNC Channels, Music TV, Creative Production, Pre Production, Event Program, Course.