

ABSTRACT

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ACTIVITIES OF THE PRODUCTION AND CREATIVE DIVISION IN CREATING PODCAST CONTENT AT PABERIK SOEARA RAKJAT

While carrying out professional work, the practitioner is placed as an assistant producer in the production and creative division at Soeara Rakjat Factory. Practicing performs professional work for 536 hours. The main task of the practitioner as an assistant producer is to carry out podcast production which includes the pre-production stage to the production stage. The production of making a podcast at the pre-production stage includes planning the podcast idea, planning, developing the idea, preparing the script and list of questions, setting up the studio and conducting a briefing. Meanwhile, the production stage includes podcast recording and documentation which are additional practical tasks. Another task that practitioners have is being a program manager for the Disability Podcast program. While carrying out professional work, practitioners find a connection between theory and field work practice, especially in Audio Visual Media courses related to the use and function of cameras. Practitioners also found gaps related to work experience that had developed so far but in lectures it had not yet developed so that the university could develop it by providing introductions in the form of material related to explanations of professions and work procedures in the media industry so that it could broaden the insight of students and college students. Apart from that, the university can provide introductions, learning and practice in the form of workshops or seminars related to the world of production in the realm of broadcast journalism so that students and female students have a deeper understanding of the behind-the-scenes processes of production.

Keywords: Assistant Producer, Program Manager, Podcast, Audio Visual Media, Broadcast Journalism.