

ABSTRACT

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Creative Team Activities in the MNC Channels Creative Division

The intern completed their professional internship at PT MNC Vision Tbk for approximately three months. The intern was placed in the creative team division. The importance of a creative team division for a company is to produce high-quality content in line with the company's vision and mission. The Professional Internship has added knowledge and experience regarding the activities of the creative team in a television media company. The intern also had the opportunity to actively participate in various activities in television media, especially as a part of the creative team, such as scriptwriting for programs, participating in studio tapings, and have the opportunity to follow the coverage. During the Professional Internship at PT MNC Sky Vision Tbk or MNC Channels, Practitioners gain a lot of knowledge in activities as a creative team. After three months of the Professional Internship, the intern realized that creating scripts for a program is crucial in producing educational content that captures the audience's attention. The intern also gained an understanding of creating content that aligns with the company's vision and mission.

Keywords: Professional Internship, Team Creative, PT MNC Sky Vision Tbk, MNC Channels,