

## ABSTRACT

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### **KEGIATAN MEDIA PLANNING DI GTV PAY MNC CHANNELS**

*Internship carried out a three-month professional work at MNC Channels, precisely in the Media Planner division. Media Planner is planning advertising scheduling from audience research to scheduling advertisements or promoting superior broadcasts from MNC Channels which aims to increase brand awareness and engagement rates. During the implementation of Professional Work as a Media Planner, interns are involved in doing replace, insert, and also drop work. Replace is the replacement of the old host id to the new host id, insert is the addition of advertising promos, and drop is the removal of advertising promos. Internship implements the theories that have been learned in the Online Public Relations course which studies related to Media Planning. That in the field of media planning in Public Relations and also Broadcasting there are differences, in Broadcasting media planning talks about programs, while media planning in Public Relations talks about products or brands. During carrying out Professional Work for three months, of course the internship gets the learning that has been obtained by the internship as a Media Planner, namely knowing the process of planning advertising scheduling on television stations.*

**Keywords:** Media Planner, MNC Channels, GTV Pay, planning, advertising