

ABSTRACT

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THE ACTIVITIES OF A PRODUCTION ASSISTANT ON THE DAILY LIFESTYLE PROGRAM AT MNC CHANNELS

Television has become a part of human life due to its specific advantages over other mass media. The television industry in Indonesia has seen rapid progress, with numerous TV stations competing by creating as creative programs as possible, eagerly awaited by audiences at home to capture their attention. PT. MNC Sky Vision Tbk (MNC Channels) is one of the pioneer national private television stations in Indonesia. One of its programs is Daily Lifestyle, which specifically broadcasts shows about lifestyle. The Daily Lifestyle program is aimed at entertainment, targeting teenagers and adults. It showcases various aspects of an individual's lifestyle. The purpose of this Professional Work Report is to explain the role of a production assistant in the production of the Daily Lifestyle program and the obstacles faced, along with solutions, as a production assistant in the Daily Lifestyle program. The data collection for this Professional Work Report was conducted at PT. MNC Sky Vision Tbk (MNC Channels), located at Jalan Raya Perjuangan No.1, Kebon Jeruk, Jakarta, Indonesia. The data collection process took place over a period of 590 hours. The production assistant is responsible for pre-production, production, and post-production of a program. They play a crucial role in assisting the producer throughout the production process by preparing all technical requirements that support the smooth running of a program. Furthermore, the working mechanism of a production assistant requires the ability to collaborate and coordinate with other divisions for the successful execution of the production.

Keywords: MNC Channels, production assistant, television program, production process