

ABSTRACT

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AKTIVITAS CONTENT ANALYST PADA DIVISI RESEARCH AND DEVELOPMENT DI MNC CHANNELS

While carrying out an internship at MNC Channels, the intern works in the Research and Development Department. The main task of practicing as a content analyst. Practitioners are tasked with analyzing news content on SindoNews TV and competitors CNN Indonesia as well as analyzing news trends. Content analysis and news trends are carried out to evaluate and develop program content on MNC Channels. Practicing conducting news analysis on several Pay TV programs belonging to the MNC Group such as Sindo News Morning, Sindo Siang, Sindo Malam, Sindo Prime, and the Prabu Conspiracy Talkshow and Inside Story With Anggy. Content analysis has an important role in developing, improving and maintaining the quality of news content. It is important for television stations to know the needs and desires of the audience . Practicing news content analysis through monitoring, minute by minute (MBM), analysis and highlighting and data tracking stages. Practice using the Nemon2 and Excel applications in carrying out their duties.

Keywords: MNC Channels, Content Analysis, Research and Development