

ABSTRACT

Clarissa Azzura Rahmadhani (2018041038) : “MNC CHANNELS MEDIA PLANNER ACTIVITIES IN RCTI PAY MEDIA PLANNING”

In the current development of communication technology, students are asked to have experience before entering the world of work. Pembangunan Jaya University makes Professional Work a requirement for obtaining a Bachelor's degree in the Communication Science program and provides direct practical experience in the scope of the world of work. Practitioner carries out professional work at the MNC Channels Company in the media planner division with the main work area being making media plans for RCTI – Pay and also checking promos in the main control room. Media planning has a role in determining effective and appropriate media for each advertising broadcast. This broadcast provides considerable opportunities for the advertising industry in carrying out promotional and advertising activities through television media. MNC Channels is a subsidiary of PT. Media Nusantara Citra Tbk in the MNC Media unit which is a media industry and is one of the largest and nationally recognized entertainment providers. Practical participation in the MNC Channels Company is responsible for planning RCTI - pay media, checking promos in the main control room of various service channels flowing on internet content. The streaming service channels are only available on cable TV or online. After doing professional work for 3 months, the trainee knows the work process of the media planner division, programming network scheduling every day so that he maintains good relations with the programming network scheduling team. The course material that can be applied to this company is in the form of media management, entrepreneurial promotion media, communication and new media.

Keywords: *Media Planner, Promotion, MNC Channels*