

ABSTRACT

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JUNIOR CREATIVE PLANNER WORK PROCESS AT PT FANFARE SATU KREASI

Skills in event creation as a means of communication and information are highly demanded today. Moreover, this skill can also hold significant economic value and can lead to the establishment of a reliable event production company. The intern underwent a three-month professional internship at PT. Fanfare Satu Kreasi, holding the position of a Junior Creative Planner. PT. Fanfare Satu Kreasi is a leading provider of creative event services, including Event Creative, Virtual Events, Event Management, and Event Productions. During the professional internship, the intern was responsible for generating ideas and concepts related to coursework in Event Management, Media Audio Visual, and TV News Production. As a Junior Creative Planner, the intern's role extended beyond conceptualizing ideas, they also needed to proficiently utilize editing software. Furthermore, the intern is capable of mastering and carrying out additional tasks such as creating content plans and assisting in production.

Keywords: *Junior Creative Planner, Event Project, Creative Industry, PT. Fanfare Satu Kreasi*