

## **ABSTRACT**

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### **ACTIVITIES OF A PRODUCTION ASSISTANT IN THE LIFESTYLE DIVISION OF MNC CHANNELS OKEZONETV**

*This report explains the internship experience as a Production Assistant at Okezone TV, specifically in the Lifestyle division. The purpose of this activity is to apply the knowledge gained from Communication Studies, such as in the courses of Television News Production, MAV, and Mass Communication, as well as to understand the challenges in the broadcasting world. During the internship, the interns are involved in all stages of production, starting from pre-production where the interns prepare everything for shooting or coverage, production where the interns assist in the production process, to post-production where the interns help with the airing of the production results. The intern's tasks include equipment setup, coordination of shooting locations, and administrative support to the production team. Interns are also responsible for maintaining effective communication between teams and ensuring the shooting process runs smoothly. This experience not only enhances technical skills but also provides insights into the importance of teamwork and creativity in producing quality content. Overall, the experience as a Production Assistant at Okezone TV provides a strong foundation for career development in the media industry and prepares interns to face professional challenges in the future.*

**Keywords:** *Production Assistant, Okezone TV, Media Production*