

## ABSTRAK

Putri Yulita (00000025576)

### **PERAN *PRODUCTION ASSISTANT* PROGRAM “FOLLOW ARTIS” DI PT TELEVISI TRANSFORMASI INDONESIA (TRANS TV)**

(xiv + 64 halaman: 12 gambar; 2 tabel; 13 lampiran)

Kata kunci: *Production Assistant*, Follow Artis, Proses Produksi, Program Televisi

Televisi dinilai efektif karena memiliki sifat audio visual sehingga masyarakat lebih tertarik kepada televisi daripada media massa lainnya. Stasiun televisi berusaha memberikan hiburan melalui program-program televisi yang menarik. Untuk memproduksi program yang menarik membutuhkan kerjasama tim. Salah satunya adalah *Production Assistant*. Pemegang melakukan kegiatan magang di PT Televisi Transformasi Indonesia (TRANS TV) sebagai *production assistant* pada program “Follow Artis”.

Selama 3 bulan melakukan kegiatan magang di TRANS TV, pemegang telah mencapai tujuannya untuk mengetahui dan mempraktikkan peran *production assistant*. Serta mengetahui proses produksi sebuah program televisi.

Kesimpulan yang pemegang dapat selama bekerja sama dengan tim produksi sebuah program televisi adalah tanggung jawab *production assistant* sangat besar. Untuk mengurus seluruh kebutuhan proses produksi tidak hanya secara teknis namun juga administratif.

Referensi: 14(2005-2018)

## **ABSTRACT**

Putri Yulita (00000025576)

### **ROLE OF THE PRODUCTION ASSISTANT PROGRAM "FOLLOW ARTIS" AT PT TELEVISI TRANSFORMASI INDONESIA (TRANS TV)**

(xiv + 64 pages: 12 pictures; 2 tables; 13 attachments)

Keywords: Production Assistant, Follow Artis, Production Process, Television Program

Television is considered effective because it has visual and audio-visual properties so that people are more interested in television than other mass media. Television stations try to provide entertainment through interesting television programs. To produce an attractive program a team is needed. One of them is the Production Assistant. The intern conducts an internship at PT Televisi Transformasi Indonesia (TRANS TV) as a production assistant for the "Follow Artis" program.

During the 3 months of doing an internship at TRANS TV, the apprentice has achieved his goal of knowing and practicing the role of a production assistant. As well as knowing the production process of a television program.

The conclusion that the intern during working with the production team of a television program is that the Production Assistant's responsibility is very big. To take care of all the needs of the production process, not only technically but also administratively.

Reference: 14(2005-2018)