

ABSTRAK

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PERAN *PRODUCTION ASSISTANT* DALAM PROCES PRODUKSI KDI 2018 DI MNCTV

(xiv + pages, figures, attachments)

Keywords: Televisi, Proses Produksi Televisi, Production Assistant.

Stasiun televisi menciptakan berbagai macam variasi program televisi untuk menarik penonton kepada program televisi yang telah mereka buat. Owens (2016) pernah menyatakan bila ingin membuat sebuah program televisi yang baik membutuhkan proses produksi yang baik pula. Dalam laporan magang ini, pemegang ingin mendiskusikan peran Produksi Assistant dalam KDI 2018 di MNCTV menurut hasil observasi pemegang selama empat bulan.

KDI adalah sebuah program tahunan MNCTV and juga merupakan program televisi yang populer di khalayak luas. Program televisi seperti KDI membutuhkan proses produksi yang telah direncanakan dengan baik, agar menjadi sebuah program yang baik dan berhasil. Proses produksi menurut Gelard Millerson terbagi menjadi empat yaitu pre – produksi, produksi, pra – produksi, dan transmisi dan evaluasi. Namun, proses produksi di dalam MNCTV hanya memiliki tiga tahap dan salah satu crew produksi yang memiliki peranan penting adalah Production Assistant.

Production Assistant menurut Owens (2006) Production Assistant dapat memegang berbagai macam peranan di dalam sebuah produksi dan Production Assistant di MNCTV merupakan orang yang membantu producer dan juga director saat proses produksi. Seorang Production Assistant merupakan penghubung dan juga perantara di antara crew produksi di dalam proses produksi sebuah program televisi dan ini dapat membantu dalam mengurangi kesalahpahaman saat produksi berlangsung.

Referensi: 20 (1990 - 2018)

ABSTRACT

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THE ROLES OF PRODUCTION ASSISTANT IN THE PRODUCTION PROCESS OF KDI 2018 IN MNCTV

(xiv + pages, figures, attachments)

Keywords: Television, Television Production Process, Production Assistant.

Television station created varieties of television program to attract viewer towards their television program. As once Owens (2016) stated that in order to make a good television program a good production process is needed. In this internship report, the intern would like to discuss the Production Assistant roles in KDI 2018 in MNCTV according towards the intern observation for the past four months.

KDI is an annual television program of MNCTV and also considered as a popular television program in the society. Television program like KDI needs a well plan production process, in order to make a good and successful program. Production process according to Gellard Millerson start from the Pre - Production, Production, Post Production and Transmission and evaluation. However, inside MNCTV the production only require three steps and one of the production crew that held a very important task is the Production Assistant.

Production Assistant according towards Owens (2006) is that a Production Assistant may held many different role in the production and the Production Assistant in MNCTV is the person who helps the producer and the director during the production process. A Production Assistant is the connector and mediator among the production crew during the production process and this help in minimizing the miscommunication during the production.

Reference: 20 (1990 - 2018)