

CHAPTER I

INTRODUCTION

In this chapter, the intern would like to give a bit of introduction in what this internship report with the title of “The Application of Production Assistant Role in the Production Process of KDI 2018 in MNCTV” will talk about.

I.1. Background

Television is one of the most popular electronic communication devices that are used by people in the society as a source of information, education and entertainment. Television word comes from the combination of two words the first is “*Tele*” come from Greek word which means “far” and the second one is “*Visio*” come from Latin word which means “sight or vision.” The first television program aired in Indonesia was in the year 1962, 17 August to commemorating Indonesia Independence Day by TVRI (*Televisi Republik Indonesia*). TVRI is a television station that is own by the Indonesian government.

After more than a decade in 1976 Palapa A1 satellite was inaugurated by the SKSD (Satelite Komunikasi Satelite Domestik) through the help of this satellite, television program can have broader broadcast up to national scale. Through the development of the satellite in Indonesia created new opportunities for new television station owned by private ownership to grow. One of the first television company with private ownership is RCTI (Rajawali Citra Televisi.) in the year 1989 RCTI become the second television station in Indonesia after TVRI.

Robert Wagner (2008) an expert in economy once predicted that “the economic trends are characterized by lessening the influence in the roles of the government in the economic sector, and in the increasing number of private ownership.” this is proven by television station with private ownership started to rise after RCTI. Here are some of the list of television owned privately after RCTI, as shown in table 1.1.

Table 1.1. The Establishment Television Industry in Indonesia

Television Station	Year
RCTI (Rajawali Citra Televisi)	1989
SCTV (Surya Citra Televisi)	1990
TPI (Televisi Pendidikan Indonesia) the company changes their name officially in 2010 to MNCTV	1991
ANTV	1993
Indosiar	1995

Source: Official Website of the Company

As the rise of the television Station with private ownership as shown in table 1.1, which also means there will be the increasing numbers of competitors in the television industry. Inside the television station making interesting television programs are considered an important task because the television station can only gain the viewer through the television program they give to the audience.

A television program that attracts more audiences will gain a higher rating. Rating is the number of audiences that was attracted to the television program. Rating of a television program is count using a specific website named Nielsen meter, in which almost all the television station worldwide uses this measurement to measure their audience.

Table 1.2. The Revenue of a MNC media company

(Dalam Miliar Rupiah)	12M 2012	12M 2011	Pertumbuhan/ Growth	% Pendapatan/ As % of Revenues		(In Billion Rupiah)
				12M 2012	12M 2011	
PENDAPATAN						REVENUES
Iklan	5,351	4,418	21%	85%	82%	Advertisement
Konten	197	93	111%	3%	2%	Content
Value Added Service	217	536	-147%	3%	10%	Value Added Service
Lainnya	500	343	46%	8%	6%	Others
Jumlah Pendapatan	6,265	5,390	16%	100%	100%	Total Revenues

Source: MNC Media Official Website

Rating is an important aspect in the television station because television gains most of their income through advertising as shown in table 1.2 and advertisement need people to see it, so in another word the higher the rating of the television program, the more audience that were attracted to it and the more income they will gain through advertising.

The television stations have a lot of competitors, in order for the television station to survive the industry, television stations creates different genres to attract and gain viewer towards their television program as shown in Table 1.3.

Table 1.3 Types of the programs created in the television station

Category of program	Types of television broadcast	Examples of the of the program
Informative	News	Hard news
		Soft news
Entertainment	Drama	Soap opera
		Movies and films
	Game show	Quiz
	Music	Talent show

	Reality show	Talent show
	Animation	Kids show

Source: Ahzarina (2017)

Table 1.3 shown the category of the program and also the type of television program in general. According to Kementrian Komunikasi dan Informatika, entertainment program is considered as one of the television program that attract a large number of audience, shown in the figure 1.2.

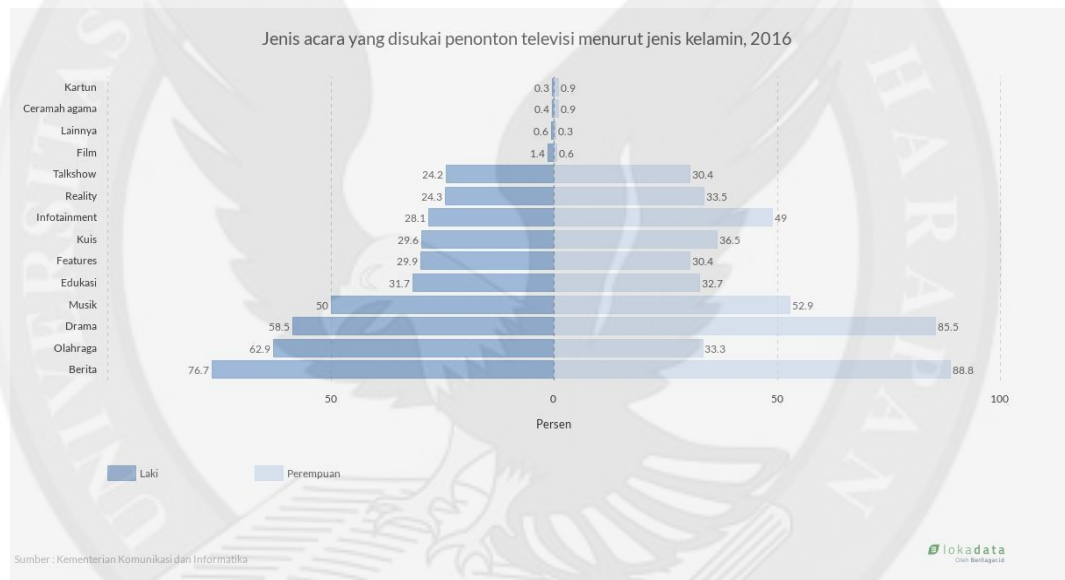


Figure 1.1. The type of television programs that are in demand by the people

Source: Kementerian Komunikasi dan Informatika (2016)

Through the graph shown in figure 1.1, the most popular television program according to the audience is the entertainment program. Entertainment program have varieties of different types such as Drama, Infotainment, Talk Show, Reality Show, Music, Quiz, and Variety Show. Variety Show according to Fachruddin (2012) is a television program that contain various program and mainly Music,

Comedy, Dance, Games and Sketch. Variety Show is considered as one of the entertainment program and this television program is considered as one of the most popular television programs in the television station.

Television programs such as Variety Show needed production process in order to make a good television program. Owens (2016) said that a good quality television program needed a good production process. The production process is the Pre – Production (Planning, and Preparation of the program), Production (execution of the program) and Post – Production (after the execution) of a television program. The production process in the making of a television program consumes a long period of time, from finding the idea and making it into a reality. Television program according to Herbert Zettle needed to be unique and interesting in order to attract audience.

Skill and talented production crews are needed in the making of a television program. The “crew” is a group of people with special technical skills who work together on a task or projector. Inside a television station crew are known as production crew and considered as an important asset of the company, Schermerhorn (2013) talks about how the knowledge of the worker is the biggest asset of the company. The “crew” inside the television station is divided into two categories (production and non - production) and will be divided into different section according to the interest and skill, as shown in table 1.4.

Table 1.4. The outlines of production and non - production crew

Types of crew	crew
Production	Floor Director and Show Management
	Executive Producer
	Producer Assistant
	Production Assistant
	Program Director
	Supporting Crew
	Producer
	Creative
	Service
Non - production	Marketing
	Human Resources Department
	Administration
	Finance
	Sales

Source: personal analysis from MNCTV

All the “crew” in the television station held a very important role in the company, because a company need workers in order to run. One of the production crew in the production of a television program that hold an important role is the Production Assistant. Production Assistant is important because of their work in helping the producer of the program and also as a mediator between the production, support, stage, marketing and the production crew that are working in the production.

Production Assistant roles are often considered insignificant in the television industry and likely to get a very minimum wage, but the truth is that Production Assistant held a very important role in the process of making the television program. Phil Breman a writer and producer based in Los Angeles, he is also the vice president of NBC entertainment once said in balance careers official website.

“The production assistant or PA position is an entry-level opening on a film or television set. The Production Assistant does just about anything and everything, from getting coffee to making script copies to shuttling crew or equipment around town as necessary. How much a Production Assistant does depends on the budget of the production, as well as how much faith his superiors have in his abilities.”

As said by Phil Breman Production Assistant held a lot of responsibility in the production process from getting coffee, making script copies, shuttling crew or the equipment necessary. Production Assistants is likely to receive a very minimum payment in return for their task.

In order to achieve a good program that will attract the viewers, television station needed a good communication between the crew that is where the part of Production Assistant will play an important role as the bridge between all the divisions in the television station. A high rating of a television program is an important thing in a television station as the rating of the program show how much viewers that are interested in the show. Rating is usually counts by Nielsen meter, it is a company that can measure the number of audiences that are watching the program.

One of the television programs that has a high rating is Kontes Dangdut Indonesia in MNCTV as one of their entertainment program because of this reason Kontes Dangdut Indonesia become an annual television program that will last for a few months.

Kontes Dangdut Indonesia or also known as KDI stands out among the other television program because of the uniqueness through their talent show by using the “Dangdut” genre that is not very common in a television program in the year 2004. Another reason is that the decreasing number of the enthusiast of “Dangdut” genre in the society, despite the decreasing number of people interested in “Dangdut”, KDI is still considered as one of the most favorite program among MNCTV television program, as written in idntimes.com by Erina Wadoyo (2016, November) KDI is one among 5 most favorite talent show with “Dangdut” genres. KDI already existed since 2004 in TPI which later in 2010 officially change their name to MNCTV.

Since then KDI become one of the annual show in MNCTV. KDI would not be one of the annual program in MNCTV without the help of the production crews that are working behind the camera. The production crew that played a huge part in the television program is their Production Assistant.

The intern was given a chance to learn about the production phase directly as a Production Assistant in one of the biggest television station in Indonesia that have survived many years in this industry. Phil Breman once said the benefit of becoming a Production Assistant is:

“The Production Assistant position involves a lot of grunt work but it can really be a learning experience. It's a highly visible position and in the Production Assistant just about anyone can give you an order or ask you to do something, from the producer to a sound technician.”

Production Assistant can be a place to learn, gain new knowledge and also to find new experience in the television station. Production Assistant is also a very highly visible position which means Production Assistant can be connected to every production crew in the television station and also Production Assistant can see the production phase more transparent than any other division.

Intern also receive an opportunity to be an intern in MNCTV to study and learn more about the broadcasting world so that intern can apply the theories that intern had studied previously in Pelita Harapan University during the internship period in MNCTV. Through this internship, intern hope that all the experience that intern will receive in MNCTV can help intern prepare herself in the future when intern enter the real world of broadcasting after finishing her study in Pelita Harapan University.

I.2. Purpose of Internship

Intern have a few purpose for choosing the internship program

1. To learn the application of Production Assistant from the production phases process of KDI 2018 in MNCTV
2. To learn about the role of Production Assistant in the Program of KDI 2018 in MNCTV entertainment department.

I.3. Scope and Limitation

The scope of the intern in the company as a Production Assistant or also known as PA in MNCTV in their entertainment department. As a Production Assistant intern are told to film short video which later will be converted to VT (videotape) for the purpose of the program, time keeper, and lastly intern was asked to input all the data that were gathered during the filming to the company library. The Intern will also work together with other crew members from Production Assistant department or even other departments as a group to finish the task that was given.

I.4. Location and Time of the Internship

The location in where intern did her internship program is located in Jakarta with the address “MNC Studio, *Jl. Raya Perjuangan, Kebon Jeruk, Daerah Khusus Ibukota Jakarta*, 11530, Indonesia.” Intern officially started her internship program since the first of August 2018 and will end the intern program on 31 November 2018, intern serves at least 640 hours or 4 months in the company. Workday applies from Monday, Tuesday, Thursday, and Friday work time starts from 17.00 until 00.00. There were times where the intern was told to come to the office to cover a program or as a standby during the weekends or holidays and also sometimes intern was asked to come earlier or stay back for the purpose of shooting.



Figure 1.2 MNC Media tower in *Kebon Jeruk*
Source: Inews Official YouTube