

ABSTRAK

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PERAN *CREATIVE OFFICER* DALAM PROSES PRODUKSI PROGRAM ACARA THE FAMOUS DI RCTI+

(xiii + 74 Halaman: 22 gambar; 11 lampiran)

Kata Kunci : *Creative Officer*, Proses Produksi, Media Baru, Televisi *Online*, Program Dokumenter

Perkembangan teknologi komunikasi yang begitu pesat, khususnya pada media baru yaitu internet, telah membuat media-media tradisional di Indonesia berasosiasi dengan internet dalam menyampaikan pesan kepada khalayak. Salah satu contohnya adalah televisi yang berasosiasi dengan internet menjadi televisi *online*. Di Indonesia terdapat beberapa aplikasi televisi *online* salah satunya adalah RCTI+ merupakan anak perusahaan dari PT MNC Group.

RCTI+ adalah aplikasi televisi *online* yang menggabungkan 4 stasiun televisi, yaitu RCTI, GTV, MNC TV dan INews, tidak hanya itu RCTI+ menyediakan program acara eksklusif yang hanya ada di aplikasi RCTI+, salah satunya adalah program acara The Famous. Pada sebuah program acara, tentunya diperlukan proses produksi yang melibatkan departemen produksi, salah satunya *creative officer*.

Pemegang melaksanakan program magang di RCTI+ selama 4 bulan. Pemegang ditempatkan di departemen produksi dan menjalankan tugas sebagai *creative officer*. Adapun tujuan dari kegiatan magang adalah mengetahui dan mempraktekkan tugas-tugas *creative officer* di RCTI+ khususnya pada program acara The Famous dan meningkatkan keterampilan pemegang sehingga dapat menerapkan teori-teori yang diajarkan selama proses pembelajaran di Universitas Pelita Harapan.

Berdasarkan kegiatan selama magang dapat disimpulkan bahwa, *creative officer* berperan penting pada program acara The Famous, dimana pemegang sebagai *creative officer* terlibat pada proses produksi yang terdiri dari 3 tahap yaitu pra produksi, produksi dan pasca produksi.

Referensi : 23 (2003-2021).

ABSTRACT

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THE ROLE OF CREATIVE OFFICER IN THE PRODUCTION PROCESS OF THE FAMOUS EVENTS ON RCTI+

(xiii + 74 pages: 22 images; 11 attachment)

Keywords : Creative Officer, Production Process, New Media, Online Television, Documentary Program

Nowadays, the development of communication technology is growing rapidly, especially on today's new media "The Internet". The internet makes many traditional medias in Indonesia not only to associating but also adapting to deliver message to public. One of example of the transition is television. They became *online* television after associating and adapting with the internet. An example of *online* television is RCTI+ which is a subsidiary of MNC Group Inc.

RCTI + is not only an *online* television app which is combining 4 different channels; RCTI, GTV, MNC TV and INews, but also providing one of the exclusive show that is "The Famous". In the making program of television shows, the producer need to build the production process which is involving member of departement of production, one of the example is the creative officer.

The interns carries out an internship program for 4 months. They are placed in the departement of production as a creative officer. The goals of internship program is to know and practice the duties of creative officer on RCTI+, especially in "The Famous" show and also improve the skills of the interns so that they could applying the theories they had learned in Pelita Harapan University.

Based on the activities during the internship, it can be concluded that the creative officer plays an important role in The Famous program, where the intern as the creative officer is involved in the production process which consists of 3 stages, namely pre-production, production and post-production.

Reference : 23 (2003-2021).