

ABSTRACT

This work is motivated by the growing of the digital era which causes the intensity of people watching television to decrease, to solve this problem PT Surya Citra Media Tbk takes a strategic step by adopting the concept of media convergence. PT Surya Citra Media Tbk utilizes YouTube as a social media in delivering information and news. To realize this, Liputan 6 SCTV needs Production Assistant News in the news packaging process. This work aims to determine the role of Production Assistant News in packaging daily news to increase the YouTube engagement rate of Liputan 6 SCTV at PT Surya Citra Media Tbk. The type of data used is primary data obtained directly from the Liputan 6 SCTV digital team and secondary data in the form of literature studies, articles and the internet. The method of designing the work used is observation and documentation. Through the role of Production Assistant News, Liputan 6 SCTV can produce interesting VOD (Video on Demand) content so that its YouTube engagement rate increases. Therefore, it can be concluded that the role of Production Assistant News is an important part of achieving success for media companies to become the media of choice for the public.

Keywords: *PT Surya Citra Media Tbk, Liputan 6 SCTV, YouTube, Production Assistant News, VOD (Video on Demand) Content.*