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## DIGITAL MEDIA COMMUNICATION

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# INTERPERSONAL COMMUNICATION BETWEEN PRODUCER AND PRODUCTION TEAM OF THE CELEBRITY TOP 10 PROGRAM AT MNC LIFESTYLE & FASHION

**Ahmad Nasher<sup>1\*</sup>**, Fika Rizky Rahmani<sup>2</sup>, Najibah Malika<sup>3</sup>

<sup>1</sup>Gunadarma University, ahmadnasher@staff.gunadarma.ac.id, Indonesia

<sup>2</sup>Gunadarma University, rahmanifika04@gmail.com, Indonesia

<sup>3</sup>Gunadarma University, najibahmalika@gmail.com, Indonesia

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### Abstract

Interpersonal communication is a type of communication that is considered the most effective in changing attitudes and behavior in the form of dialogue. This research aims to understand interpersonal communication between the producers and the production team of the Celebrity Top 10 program at MNC Lifestyle & Fashion. The theory used in this research is symbolic interaction theory to see how different symbols relate to the study of concepts, themes, and their roles. The method used is a qualitative method with a constructivist paradigm. Data collection techniques are carried out using interviews, observation, and documentation. This research shows that communication activities between the producer and the production team of the Celebrity Top 10 Program, which consists of 5 people, namely the Producer, Senior Production Assistant, Production Assistant Intern, Creative, and Editor, have gone well. The most common method producers and production teams use to communicate with each other is to hold small meetings to learn about the topics that will be covered on the broadcast. The production team also held meetings outside office hours to see the team's progress in implementing the Celebrity Top 10 Program and providing solutions and motivation to all team members. Several obstacles were felt, including differences in views, difficulties understanding the material, and limited equipment. That is why the alternative is to actively exchange opinions, utilize individual expertise, and take turns using equipment.

**Keywords:** Interpersonal Communication; Producer and Production Team; Symbolic Interaction Theory.

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### Introduction

Interpersonal communication is effective in changing attitudes, behavior, and opinions. This communication involves dialogue and interaction between the parties involved (Mukarom, 2020). The sender of the message can also find out the response of the message recipient at that time. Interpersonal communication is an interactive process through exchanging meaning or information by two or more people using verbal and nonverbal language as the leading media (Jayanti & Lestari, 2022). The distribution process is often communicated verbally when there is direct interaction between several individuals. Interpersonal communication is essential for forming relationships to fill each other's shortcomings and share strengths with other people. The process of delivering and receiving a message

can be conveyed using various mass media, such as electronic media, namely television (Ningsih & Adani, 2022).

Television is a means of gathering information and also a source of entertainment for an informed audience, constructed in such a way as to attract the interest of the audience to watch the program. Television is also known as a creative industry because television's power lies in each individual's ideas and skills. Not only relying on capital and production machines but also helping to manage knowledge and imagination resources will benefit society (Ingratubun, 2023).

Nowadays, information and communication technology developments allow people to communicate much more efficiently, not only within the limits of space and time. Developments in the era of globalization help us know things on an international scale. Lack of information and alternatives, including knowledge, children's programs, etc., also mentioned in national TV programs, led to the emergence of pay TV (pay TV), which offers a wide variety of local and international programs. The growth of the pay-TV sector has added more entertainment options to TV media in Indonesia. People are aware that people only know that free television can be enjoyed for free.

MNC Channel is a cable channel that operates as a content channel in the pay-TV industry in Indonesia, serving various channels such as *Vision Prime*, *Life Channel*, *Muslim TV*, *MNC News*, *OKTV*, *Music TV*, and *Kids TV*. MNC Channel has the advantage of being enjoyed throughout Indonesia and has various programs with clear pictures and sound quality. What differentiates this channel is that all its programs are broadcast 24 hours non-stop. Founded in 2010, MNC Channels has won many awards, including the 2018 Best Sales and Marketing Award and the 2019 Indonesia Super Brand Award (MNC Channel, 2023).

The Celebrity Top 10 program is a program that presents explicitly and discusses the lives of celebrities, influencers, and most people who work in the entertainment industry, such as film, TV/film artists, singers, etc. This program is 30 minutes long and is available every Monday to Friday at 7.30 p.m. The author chose this program because of its light and exciting presentation; the information presented is always up-to-date and is broadcast 24/7 (MNC Lifestyle & Fashion, 2023).

Based on the results of preliminary observations that researchers conducted on the Celebrity Top 10 Program, which a producer fronted. Producers also play a significant role in an event that will be broadcast and presented to the public. Producers also have another role, and that is being able to communicate well with superiors if there are problems with the program. The role of the event producer is to communicate with the production team and assistants to find new ideas regarding topics that will be presented to the public. The producer must even guide the production team in finding and selecting exciting content not discussed in other episodes or events. Forming the assessment program and data collection cannot be separated from the production steps. There are three stages in the TV series production process: Pre-production, Production, and Post-production. These three stages have their respective functions and tasks based on the needs and standard procedures of television production.

Pre-production is the most critical stage in TV show production. It is the pre-production stage before production begins. The better the production plan, the easier the TV show production process will be. After this stage, it is continued with the production stage, which is on-site shooting to produce an audio-visual work whose fate has been planned at the previous pre-production stage. Lastly, post-production, all activities after the film-making stage up to the material are declared complete and ready to broadcast or play.

Achieving these three steps requires a collective team with the television sector's capacity, knowledge, and experience. This process also requires communication between the producer and the production team. The researcher, an intern in the July-October 2022 era, saw that communication was not going well, so the researcher decided to research interpersonal communication between them. Therefore, the researchers finally selected the Celebrity Top 10 Program production team, which included a producer, Senior Production Assistant, Production Assistant Intern, Creative, and Editor.

This research is analogous to previous research titled "Personal Communication between Insurance Coordinators and Protection Groups in the "TVRI Sports" Program at TVRI Center ." This research was conducted in 2018 with researchers named Himatun Nisa and Ahmad Toni. Using non-participatory observation data collection techniques, the researcher is not directly involved in the observed activities and only observes the subject/object being studied. In-depth interviews were also conducted with the news coordinator and the "TVRI Sport" program team. Using the Theory of Effective Interpersonal

Communication by Joseph A. DeVito, this research shows that equality is achieved by coordinators and news teams who work effectively when open-minded, consensus-minded, empathetic, supportive, and rewarding, instilling an equally positive attitude and obtaining favorable results (Nisa & Toni, 2018).

The second research analogous to this is "Analysis of Wow Viral Production on Metro TV" conducted by Lestari (2020). This research concluded that the "Wow Viral" program was one of the many programs broadcast outside the production bulletin Metro TV and featuring several production team members. Before broadcasting on Metro TV, the Wow Viral program was carried out by the production team through 3 stages: pre-production, production, and post-production. This research uses Harold Lasswell's communication theory (Lestari, 2020).

This research is different from the two previous studies above. The researcher places the producer and production team of the Celebrity Top 10 Program as the subject and interpersonal communication between the producer and the production team of the Celebrity Top 10 Program as the object. The research method used is a qualitative method with descriptive analysis by asking informants questions (interviews).

### **Theoretical Framework**

The researchers use Symbolic Interaction Theory, which states that life is essentially human interaction using symbols. They are interested in how people use symbols to represent what they want to communicate to each other, as well as the influence of their interpretation on the behavior of the parties involved in social interactions (Yohana & Saifulloh, 2019). She is interested in interactions in which nonverbal cues and the meaning of verbal messages influence the minds of the people interacting. According to her, the symbols in the circle are used in communication to convey the message the actor wants. Understanding these symbols is a part of the process of interpretation in communication.

Thus, one of Herbert Blummer's essential efforts for developing symbolic interactionism was to develop George Herbert Mead's ideas further by saying that there are three basic concepts in symbolic interaction. The first is Mind, a process where individuals interact with themselves using meaningful symbols through interactions with other people's reactions to their behavior. The next one is self, which is the ability to reflect on each individual from the perspective or opinions of other people and be able to listen, determine, and place themselves. Lastly, society is a relationship created, built, and constructed by each individual in society. Each individual is involved in the behavior they choose actively and voluntarily, ultimately leading humans to take a role in society (Mubarak, 2023).

Moreover, if explored realistically, the premises presented by Herbert Blumer will provide a new direction for the emergence of several latent hypotheses, which could lead to a more integrated view of relativism. Some of the underlying assumptions include 1) Meaning is changed through the process of interpretation, 2) Individuals develop self-concept through interactions with other people, 3) Self-concept provides an essential motive for behavior, 4) Social structure is created from social interactions (Mubarak, 2023).

### **Material and Methodology**

According to Sugiyono, qualitative research methods are those based on philosophy used to study scientific (experimental) conditions where the researcher is the tool, data collection techniques, and qualitative analysis focuses more on meaning (Pratiwi, 2017). The constructivist model tends towards a reconstructed understanding of the social world, built from people's experiences and meanings (Malik & Nugroho, 2016). The constructivism model was chosen to help researchers understand how interpersonal communication occurs between producers and production teams and obtain more in-depth information so that researchers can describe the subject under study clearly.

Research subjects have a significant and necessary role because the data about the variables will be observed in research subjects. The research subject is an object, thing, or person where the research variable data is located (Guntara et al., 2023). Research subjects are the primary source of research with research data. Researchers will use the producers and production team of the Celebrity Top 10 program as research subjects. The function of research subjects is to provide the data needed for research. In this research, the criteria for informants are a Producer, Production Assistant, Creative, and Editor.

According to Sugiyono, a research object is an attribute or assessment of a person, object, or activity with certain variations the researcher identifies for research and concludes (Pratiwi, 2017). This

research uses Interpersonal Communication between Producers and Production Teams of the Top 10 Programs in MNC Lifestyle and Fashion as research objects.

### Result and Discussion

MNC Media is one of the leading television networks in Indonesia. MNC Media has several television channels, such as RCTI, MNC TV, GTV, and iNews. In the communications sector, several television stations provide paid services through various content channels in Indonesia. The MNC Media also runs 20 subscription television channels under the MNC brand and provides the most content with more than 300,000 hours of programming. MNC Channel continues to expand its channel reach over time. Specifically, various channels are presented where the playback is also focused on audience segments.

The Celebrity Top 10 program is a program that reviews the lives of domestic and foreign celebrities regarding their lifestyle, fashion trends, beauty, and achievements. It airs Monday through Friday at 7:30 p.m. Studying ideas and materials; it took a week to realize and turn it into a work worthy of broadcasting. The required documents are usually sent via social networks such as YouTube, Instagram, Facebook, etc. It consists of two segments, which start with an introduction in the first segment, then continue with the presenter's narration about the hottest celebrity news on the suggested topic, and includes a sequence of 10 to 6. After that, the second part is a ranking of celebrity news in sequence from 5 to 1 and ends with a warm ending with information regarding the date and time of the Celebrity Top 10 Program broadcast.

**Table 1.** Interview Transcripts

No.	Question	Informant 1 Producer	Informant 2 Production Assistant	Informant 3 Editor
1.	What is the verbal and nonverbal interaction between producers and production teams in the Celebrity Top 10 program?	"As a producer, the verbal interaction that I do is to be the first to call and direct the Creative to determine the following week's topic. Usually, I will choose any suitable artist based on the artist's fame and popularity to be included in the nomination list. For non-verbal interactions, I am more direct during post-pro. For example, where we have reached in the editing process. It also depends on what topic we are discussing. If the graphics are necessary, then they must be added.	We usually have to determine the right topic to communicate verbally. If information about non-verbal communication is needed, please help find the related materials. In general, the tapping task will be handled by the production team, while the producer is only tasked with monitoring whether the progress is running correctly or not. Then, the role of the production team takes over to handle the editing process. A production assistant should be knowledgeable about the content they are sourcing and working on and will	When communicating verbally, the first step I take is to chat with the producer directly. After that, we continued the conversation as usual in the team group using WhatsApp, an instant messaging platform. After we get

No.	Question	Informant 1 Producer	Informant 2 Production Assistant	Informant 3 Editor
			ultimately interact directly with the producer when the editing is complete for broadcast.	to know each other, the next step is to hold a brainstorming session to determine the theme to be discussed. Well, if we talk about non-verbal communication, this is probably when a creative person becomes the FD in the studio. Its job is to give instructions to the host by encrypting them using a sequence of numbers to start tapping so that sound does not leak."
2.	How is interpersonal	"We hold a small meeting like a projection event once	PA usually holds joint discussions with the	As the first step in the

No.	Question	Informant 1 Producer	Informant 2 Production Assistant	Informant 3 Editor
	<p>communication between the producer and the production team exchanging opinions, determining information, and placing themselves on the Celebrity Top 10 program?</p>	<p>a week. At that moment, we will discuss and consult with the PIC, Creative, and PA regarding our projections. We want to know what topics will be covered for next week. I presented various topic offers, but if the topic is more optimal or appropriate, I will ask for help to replace it with another topic.</p>	<p>producer and team to obtain information. As I said, we discuss what is currently popular and trending because the Celebrity Top 10 program must constantly be updated and provide accurate information.</p>	<p>production preparation stage, the role of a creative is to do a brainstorming first. Within the producer, we devise what kind of script to make. Once the title was approved, I continued drafting the manuscript. In order to create a manuscript."</p>
3.	<p>"What is the purpose of interpersonal communication between the producer and the production team on the Celebrity Top 10 program?"</p>	<p>We need novelty in our media work because audiences can change their preferences anytime. For this reason, we need to continue to produce fresh and creative ideas. Here, working alone is impossible because knowledge will be limited. Because I am older than today's younger generation, I interact with them to get the latest</p>	<p>The interaction is presented to ensure understanding between the producer and the production team to create synergy. Because we work together as a team, we must have a unified vision and goal to work effectively and efficiently. For example, conflict can occur when the producer requests a certain way, but the production team wants something</p>	<p>The purpose of this interaction is that we want this program to run successfully, consistent with the scenario, and without any errors in communication</p>

No.	Question	Informant 1 Producer	Informant 2 Production Assistant	Informant 3 Editor
		information regarding the latest trends and popular topics. Apart from that, I also keep my ideas fresh by continuing to collaborate with the team. The aim is to improve the quality of the Celebrity Top 10 program and attract audience interest so more people like it.	different. Thus, it is better to interact well and have the same understanding so the program can run as desired.	ion between the producer and the production team so that the program results are attractive to the audience."
4.	How do you build interpersonal communication relationships with the producers and the production team of the Celebrity Top 10 program so that this program can be implemented well?	"Building relationships can be done through formal projection meetings in the office. However, outside of these meetings, we often have chats where Creative and PA members can visit my desk to discuss interesting, popular topics and open a forum for opinions.	Building it is by meeting regularly when you are not in the office. So, for example, if we finish a job, we chat to find the right chemistry to find out what the producer and production teams want.	To build interaction, getting to know each other first, I must see what kind of person the producer is. Does getting to know each other and seeing and observing their character is like making the person angry easily? Next, we first unite the goal of the desired theme, and of course,

No.	Question	Informant 1 Producer	Informant 2 Production Assistant	Informant 3 Editor
				the interaction must continue so that there is a clear understanding."
5.	Is the interpersonal communication between the producer and the production team running well?	"The established communication is excellent, with all the preparations we do before, during, and after production.	Communication has been good because we already know the preparations and tasks needed.	The communication aspect itself is optimal because communication is crucial for the success of this Celebrity Top 10 program."
6.	What are the obstacles and solutions to the interpersonal relationships between the producer and the production team of Celebrity Top 10?	"Nobody is perfect when working as a team, but sometimes, Creatives do not explore new things enough. However, if researching more deeply, there are current topics. In terms of editing, I express my opinion so that the editing can be as enjoyable as possible; starting from the appearance, the effects must be updated and followed by	The main difficulty is determining the theme because sometimes the producer wants A, but the production team wants B, so there are differences of opinion. The only way to overcome this is to discuss and look for exciting and currently popular content diligently.	The main obstacle was poor communication between me and the producer. For example, there are several artists that we are not allowed to



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		<p>the theme. The advantage of this program lies in its budget flexibility. We do not need money to do coverage outside the office; we do not need to use a vehicle but only to be in the studio together.</p>		<p>use, such as Nikita Mirzani. It would be a shame if it had been negotiated openly from the start. Because they are worried that when the script is finished and has to be broadcast tomorrow with changes, Creative will feel like it will be a hassle for themselves. However, revisions make creative work complicated. It is essential always to be prepared and not make</p>

No.	Question	Informant 1 Producer	Informant 2 Production Assistant	Informant 3 Editor
				decisions spontaneous ly."

Source: Interview Results

#### Forms of Interpersonal Communication between Producers and Production Teams of the *Celebrity Top 10 Program*.

A team must communicate well when producing a television program so the production runs according to the desired show. Communication requires verbal and non-verbal interactions in speech, writing, expressions, and movements. Based on the research interviews, a long production process is required to get a program that meets your wishes. This is where the duties and roles of each production team are needed so that all production processes can be done according to the job description that has been determined and given to the team. The first thing to do is to be more direct in forming the topics discussed in society based on their fame and popularity. Second, the production team is given their tasks, such as looking for references. Then, the producer will monitor whether the provided material follows their directions.

Regarding communication skills, identifying information and creating a consistent point of view can be done by introducing and conveying various opinions and, after all, having the same thoughts. For this reason, the producer and the team have an equally important role in determining relevant topics according to mutual wishes by previewing/reviewing them to see whether they are suitable until they can be broadcast.

#### Objectives of Interpersonal Communication between Producer and Production Team of the *Celebrity Top 10 Program*.

The communication between the producer and the production team must have the appropriate goals. The first goal is to inform the public of this program with the latest ideas and make it more popular with celebrities and fashion lovers. The second goal is for the producer and production team to anticipate errors that will disrupt the continuity of this program. The third goal is to ensure smooth communication by knowing what the producer and the production team want, particularly the producer directing the team, so that communication runs well. The fourth objective is to have one head so that clashes do not occur and ensure that the interactions carried out are appropriate for the continuity of the program that will be broadcast. The fifth goal is to actualize the shared ideas and aims. It is essential to continue to communicate actively because communication is necessary for the preparations that have been made to run well.

#### **Interpersonal Communication Relationships between Producers and Production Teams of the *Celebrity Top 10 Program*.**

The communication between the producer and the production team must have the appropriate goals. The first goal is to inform the public of this program with the latest ideas and make it more popular with celebrities and fashion lovers. The second goal is for the producer and production team to anticipate errors that will disrupt the continuity of this program. The third goal is to ensure smooth communication by knowing what the producer and the production team want, particularly the producer directing the team, so that communication runs well. The fourth objective is to have one head so that clashes do not occur and ensure that the interactions carried out are appropriate for the continuity of the program that will be broadcast. The fifth goal is to actualize the shared ideas and aims. It is essential to continue to communicate actively because communication is necessary for the preparations that have been made to run well.

#### **Barriers and Solutions to Interpersonal Communication between Producers and Production Teams of the *Celebrity Top 10 Program*.**

When running a program, definite b arises from various factors. These factors will be studied so that the communication between producers and the production team can be anticipated for the program's sustainability. The initial obstacle encountered was inequality in determining the topics to be discussed and researched. The clashing themes desired by the producer and the production team, the availability of material for editing, and the excessive duration are making the production team focused and having to wait for the results of the duration according to the predetermined SOP. For this obstacle, the solution is to communicate more often about the themes and the content that will be discussed. In terms of editing, the solution is that it must correspond at a time in order not to retard the work.

Furthermore, the second obstacle was not exploring the predetermined theme or topic in depth; the producer wanted the edit to be as updated and enjoyable as possible. The solution obtained is looking for ideas and materials that are the newest and best quality. Then, for editing, the solution is to give suggestions to provide the latest effects that are good and more than usual. Eventually, there are perceived barriers to sourcing material, such as low-quality HD images and videos, which are often limited but can be overcome by leveraging relationships with producers and using an HD.

There are many ways that producers and production teams can communicate to determine the strategies used to make the Celebrity Top 10 program competitive with similar programs. This research uses the Symbolic Interaction Theory, considered very relevant to the discussed topic. Producers and production teams interact with various symbols to discover concepts and topics and direct their roles. They must have good personal communication skills to run meetings and convey valuable information to the public. The relationship went well because the producer and production team achieved what they wanted and carried it out according to plan.

## **Conclusions**

Based on the information obtained and collected by the researchers, interpersonal communication between producers and production teams plays a significant role in the program. This is because each production team member is responsible for everything during the shooting process, from the preparation to the post-production stage. Furthermore, producers must have practical communication skills with all production team members so that the resulting program can present attractive, fresh, and engaging shows to make the viewers continue watching the program. The most common method that the producers and the production teams use to communicate with each other is holding small meetings to learn about the topics that will be discussed on the broadcast. The production team also holds meetings after office hours to observe the progress in implementing the Celebrity Top 10 program and provide solutions and motivation to all team members. The producers strive together to complete the program. They are meeting the needs of domestic celebrities and fashion enthusiasts. At this meeting, the producer and the production team will discuss ideas and themes that will be used to make the Celebrity Top 10 Program even better and to find out what the public needs during the production process so that the viewers can remain loyal to this program.

Afterward, there will be many suggestions from each production team member to improve the program. Interacting effectively is essential in creating success for the Celebrity Top 10 Program. At the same time, the production team needs to create innovations by developing ideas or concepts that are in the minds of each production team member, considering that the production team has found deficiencies and errors from previous broadcasts. The production team is also expected to take more initiative in developing their brilliant ideas to provide breakthroughs and innovations to improve the quality of the Celebrity Top 10 Program and make it superior to the other programs. Several obstacles were found, including differences in views, difficulties understanding the material, and limited equipment. Therefore, the alternatives that must be implemented are to exchange opinions actively, utilize individual expertise, and take turns using equipment.

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