

## ABSTRAC

The rapid development of information and communication technology has brought major changes to the media industry, both social media and mass media. To face the rapid developments related to the development of social media and mass media, several television stations have their own ways of adapting to suit their target audience, such as managing commercial advertising which is very important for ANTV to maintain the survival of a company. Through the design of the work "The Role Of The Pesbukers Creative Team In Commercial Advertising (*Built In*) Production Process On ANTV", the author implements the role of the Pesbukers creative team in the commercial advertising production process on ANTV based on the theory of mass communication, marketing communication, advertising and commercial advertising to convey the role of the creative team in commercial advertising production process. Data obtained was obtained from observations at the workplace, interviews with resource persons and also documentation. The results of this work design show that the implementation of this theory can increase the role of the Pesbukers creative team in the commercial advertising production process at ANTV.

***Key Words : Television Commercial Advertising, Built in, Creative Team, Production***