

ABSTRACT

Event documentation has become a strategic necessity for companies in the modern era, not only for archiving purposes but also as a tool for marketing and branding. PT Mantosindo Multimedia, a company specializing in broadcasting camera rentals and event documentation, is committed to producing high-quality photo and video content that fulfills clients' promotional needs on digital platforms. Though a structured approach encompassing pre-production, production, and post-production stages, PT Mantosindo ensures that every crucial moment is optimally captured. This internship project aims to study the event documentation process at PT Mantosindo Multimedia and apply the theories learned during university studies. The author participated in various stages of documentation production, from concept development to final editing, with the hope of making a tangible contribution to the delivered outcomes. This report aims to provide insights into PT Mantosindo's strategies, innovations, and creativity in meeting client needs to support promotional success.

Keywords: Multicam, Photography, Videography, MDLC