

ABSTRACT

Today's communication technology has resulted in the development of mass media, as one part of electronic mass media is television. Television grew and developed into a form of audio-visual mass media with different characteristics and characteristics from the media that existed before, namely print mass media (e.g newspapers, magazines) and electronic mass media (eg radio).

Scriptwriter is one of the most sought-after job desks, especially in the audio-visual field. With this audio-visual scriptwriter, it is hoped that it will present interesting things for many people to watch. With so many content creators and television companies that need ideas from this scriptwriter, of course there will be more and more interesting videos that can easily convey information or messages.

PT. Banyumas Citra Televisi helps many artists, preserving the culture that exists in the Banyumas residency. This makes art actors able to disseminate and preserve existing arts and culture properly and in accordance with the intended target, it has a positive effect on the preservation of art and culture through good audio visuals on television.

Being a scriptwriter must master the sciences and ethics. In addition, being a scriptwriter is required to have the ability to communicate well. This is intended so that designers are able to deal with various kinds of clients with various characters. Scriptwriters are also required to follow the latest updates, what is happening in the world today, especially social media or the internet. This is done so that scriptwriters can compete to create stories or other creative scripts in the audiovisual world.

Keywords: Scriptwriter, Manuscript, Television, and News