

**PRODUCTION PROCESS
OF "KOLEKSI" SECTION
IN OLGA! GIRLS MAGAZINE**

PAPER

**Presented in partial fulfillment of the requirements
for the completion of Diploma III Program
of English Department
specialized in office management**



by:
Indira Gustiar
C21.2005.00567

**FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
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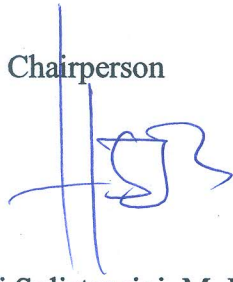
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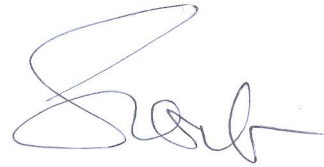
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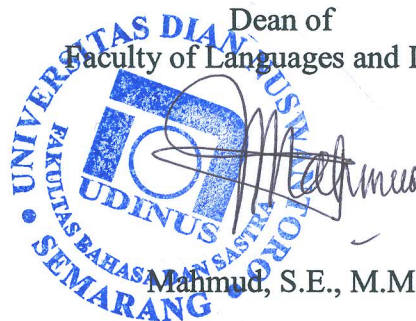
Advisor



Fatma Hetami, M.Hum.

Approved by:

Dean of
Faculty of Languages and Letters



Mahmud, S.E., M.M

ABSTRACT

This paper, entitled "Production Process of 'Koleksi' Section in *Olga! Girls Magazine*", is the result of job training conducted for one month (3 – 29 March 2008) at *Olga! Girls Magazine* Semarang. This study is aimed at describing magazine production process at *Olga! Girls Magazine* Semarang.

The writer used three methods in collecting data. The first one is observation. The writer was indulged in the production process of 'koleksi' section. The second method is the in-depth interview. The writer conducted interviews to all staffs and editors. The third method is library research. The writer read several books related to the nature of the media and production process in media especially in *Olga! Girls Magazine*.

From the report, it can be concluded that production process of publishing a "koleksi" section in *Olga! Girls Magazine* involves some steps to conduct as the following:

1. Meeting content, the topics which will be applied for the following edition should be discussed in the meeting content forum.
2. Browsing runway photo, the lifestyle editor will google the runway photos in the internet.
3. Stuffs hunting, to find the stuffs, the lifestyle editor should check out the partner boutiques
4. Taking photo session, the clothes should be captured in the studio of *Olga! Girls Magazine*.
5. Taste editing, the Editor in-chief will select the appropriate and inappropriate pictures.
6. Mixing and matching, mix and match the clothes and accessories
7. Designing the title, the editor should decide the title which is going to be attached.
8. Attaching tag line, editor should make a tagline (lead).
9. Labeling, the editor is labeling the stuff with the name of the clothing, the shops/boutiques and the price range.
10. Designing graphic concept, the lifestyle editor's task is to communicate the graphic design to the art division's staffs.
11. Reviewing, this activity is done to improve the quality and the performance of the team.

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