

**PROSES KREATIF DALAM MENGADAPTASI BRIEF KLIEN MENJADI  
NASKAH AUDIO - VISUAL DI PRODUCTION HOUSE SYNDICATE PADA IKLAN  
OPPO RENO 15**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis proses kreatif Production House Syndicate dalam mengadaptasi brief klien menjadi naskah audio-visual pada produksi iklan OPPO Reno 15. Penelitian menggunakan pendekatan deskriptif kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap tiga informan yang terlibat langsung dalam proses produksi, yaitu produser, sutradara, dan production assistant. Analisis penelitian mengacu pada tahapan proses kreatif Ramadhiani dan Adnan, yang meliputi internalisasi pengetahuan, artikulasi pengetahuan, serta eksekusi produksi dan pembentukan pengetahuan baru. Hasil penelitian menunjukkan bahwa proses adaptasi brief klien berlangsung secara dinamis melalui komunikasi dua arah, brainstorming, penyusunan treatment, serta negosiasi kreatif antara tim internal dan klien. Brief klien berfungsi sebagai acuan strategis, namun tetap membutuhkan interpretasi kreatif agar dapat diterjemahkan menjadi naskah audio-visual yang komunikatif. Pekerja kreatif memegang peran penting dalam menyeimbangkan kebutuhan brand, keterbatasan teknis, dan nilai artistik. Penelitian ini menyimpulkan bahwa keberhasilan adaptasi brief klien ditentukan oleh kualitas komunikasi organisasi, kolaborasi tim, serta kemampuan pekerja kreatif dalam mengolah brief menjadi konsep visual yang relevan dan efektif.

Kata kunci: brief klien; naskah audio-visual; pekerja kreatif; proses kreatif; produksi iklan

**THE CREATIVE PROCESS OF ADAPTING CLIENT BRIEFS INTO  
AUDIOVISUAL SCRIPTS AT PRODUCTION HOUSE SYNDICATE FOR THE OPPO  
RENO 15 ADVERTISEMENT**

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**ABSTRACT**

*This study aims to analyze the creative process of Syndicate Production House in adapting a client brief into an audio-visual script in the production of the OPPO Reno 15 advertisement. The research employed a qualitative descriptive approach with a case study method. Data were collected through in-depth interviews, observation, and documentation involving three informants directly engaged in the production process: the producer, director, and production assistant. The analysis refers to the creative process stages proposed by Ramadhiani and Adnan, namely knowledge internalization, knowledge articulation, and production execution with new knowledge formation. The findings reveal that the adaptation of the client brief was carried out dynamically through two-way communication, brainstorming, treatment development, and creative negotiation between the internal team and the client. The client brief functioned as a strategic guideline, yet still required creative interpretation to be transformed into a communicative audio-visual script. Creative workers played a crucial role in balancing brand demands, technical limitations, and artistic values. The study concludes that the success of client brief adaptation is determined by the quality of organizational communication, team collaboration, and the creative workers' ability to transform the brief into a relevant and effective visual concept.*

*Keywords: audio-visual script; client brief; creative process; creative workers; advertising production*