

## ABSTRACT

*In the current digital era, mass media plays a crucial role in human life by facilitating rapid information dissemination, allowing messages to reach a wide audience. Mass media is categorized into print, electronic, and online media. "Gimme The Mic" is a collaborative program between electronic mass media, specifically SCTV television station, and the social media platform TikTok. This talent search program focuses on vocal skills and spans a three-week period, broadcasted live on TikTok Live (@tiktokliveid), SCTV, and Vidio platforms. This study aims to explore the event management conducted by the Creative Division throughout the program using the Planning, Organizing, Actuating, and Controlling (POAC) theory popularized by George R. Terry. It also examines the Creative Division's role during the program's preparation stages. Data collection methods included observation and documentation. The research findings highlight the integral role of each POAC theory component in guiding the Creative Division through managing all production stages of "Gimme The Mic", ensuring well-organized production, minimizing errors, and streamlining team workflow. Additionally, the Creative Division's preparatory role involves four creative process stages: preparation, incubation, illumination (including brainstorming), and implementation.*

*Keywords: Event Management, Television Program, Gimme The Mic, Creative*