

## INTISARI

Gula merah merupakan salah satu bahan pangan yang dibuat dari nira palma termasuk kelapa dan aren. Keterbatasan pengetahuan dan rendahnya tingkat pendidikan pengrajin gula menyebabkan sanitasi proses mulai dari penyadapan sampai pengemasan produk kurang diperhatikan. Setelah dilakukan kuesioner terkait manfaat dan proses gula merah didapati sebanyak 71% warga tidak tahu tentang manfaat dan proses pembuatan gula merah. Membuat video edukasi proses pembuatan gula merah menggunakan Teknik Point of View dalam pengambilan video untuk masyarakat Desa Karanggude Kulon menggunakan metode pengembangan Multimedia Development Life Cycle (MDLC) memiliki enam tahapan yang meliputi concept, design, material collecting, assembly, testing dan distribution.. Penelitian ini berhasil mengimplementasikan teknik Point of View (POV) pada video edukasi pembuatan gula merah. Pengujian secara Alpha Test pada video dengan storyboard yang dibangun sesuai yang diharapkan serta menggunakan Beta Test dengan Skala likert mempunyai nilai rata-rata presentase 85,59%. Dapat disimpulkan bahwa video edukasi pembuatan gula merah baik untuk dipertunjukkan.

Kata kunci: POV, Point of View, Gula Merah.

## **ABSTRACT**

*Brown sugar is a food ingredient made from palm sap, including coconut and aren. The limited knowledge and low level of education of sugar craftsmen has resulted in the lack of attention to the sanitary processes from tapping to product packaging. After conducting a questionnaire related to the benefits and process of brown sugar, it was found that 71% of residents did not know about the benefits and process of making brown sugar. Making an educational video on the process of making brown sugar using the Point of View technique in taking videos for the people of Karanggude Kulon Village using the Multimedia Development Life Cycle (MDLC) development method has six stages which include concept, design, material collecting, assembly, testing and distribution. Research it succeeded in implementing the Point of View (POV) technique in an educational video on making brown sugar. Alpha Testing on videos with storyboards that are built as expected and using a Beta Test with a Likert Scale has an average percentage value of 85.59%. It can be concluded that the educational video on making brown sugar is good to show.*

*Keywords: POV, Point of View, Brown Sugar.*

