

ABSTRAK

Literasi masyarakat Kabupaten Banyumas terhadap fungsi dan prosedur penggunaan Layanan Darurat 110 Polri masih belum optimal sehingga diperlukan media edukasi yang mampu menyampaikan informasi secara efektif. Penelitian ini bertujuan merancang Iklan Layanan Masyarakat berbasis sinematografi sebagai media edukasi mengenai Layanan Darurat 110 Polri serta menguji kelayakan media yang dikembangkan. Pengembangan media menggunakan metode *Multimedia Development Life Cycle* (MDLC) yang terdiri atas tahapan *concept*, *design*, *material collecting*, *assembly*, *testing*, dan *distribution*. Implementasi sinematografi mencakup lima aspek, yaitu *shot size/type of shot*, *camera angle*, *camera movement*, komposisi, dan pencahayaan yang diterapkan pada 24 adegan sesuai kebutuhan dramatik. Pengujian dilakukan melalui *alpha test* oleh operator Layanan 110 Polresta Banyumas dan *beta test* terhadap 282 responden masyarakat Kabupaten Banyumas berusia 17–50 tahun menggunakan kuesioner skala Likert lima poin. Data dianalisis secara deskriptif kuantitatif menggunakan persentase indeks. Hasil *alpha test* menunjukkan bahwa materi, alur pelaporan, dan visualisasi situasi darurat telah sesuai dengan prosedur operasional Layanan Darurat 110 Polri. Hasil *beta test* memperoleh persentase indeks keseluruhan sebesar 79,54% dengan kategori “Setuju”. Hasil tersebut menunjukkan bahwa Iklan Layanan Masyarakat berbasis sinematografi yang dikembangkan memenuhi aspek kelayakan dan dapat digunakan sebagai media edukasi untuk menyampaikan informasi mengenai fungsi, akses, dan prosedur penggunaan Layanan Darurat 110 Polri.

Kata kunci: Iklan Layanan Masyarakat, sinematografi, Layanan Darurat 110 Polri, literasi masyarakat, MDLC.

ABSTRACT

Public literacy in Banyumas Regency regarding the functions and procedures for using the Indonesian National Police 110 Emergency Service remains suboptimal, indicating the need for educational media capable of delivering information effectively. This study aims to design a cinematography-based Public Service Advertisement as an educational medium for the Indonesian National Police 110 Emergency Service and to evaluate the feasibility of the developed media. The media was developed using the Multimedia Development Life Cycle (MDLC) method, which consists of the stages of concept, design, material collecting, assembly, testing, and distribution. The cinematographic implementation encompasses five aspects, namely shot size/type of shot, camera angle, camera movement, composition, and lighting, which were applied across 24 scenes in accordance with the dramatic requirements. The evaluation was conducted through an alpha test involving operators of the Banyumas Regional Police 110 Emergency Service and a beta test involving 282 respondents from Banyumas Regency aged 17–50 years using a five-point Likert scale questionnaire. The data were analyzed descriptively using quantitative methods based on percentage index analysis. The alpha test results indicated that the content, reporting procedures, and visualization of emergency situations were consistent with the operational procedures of the Indonesian National Police 110 Emergency Service. The beta test produced an overall percentage index of 79.54%, which falls into the "Agree" category. These findings indicate that the developed cinematography-based Public Service Advertisement satisfies the feasibility criteria and can be utilized as an educational medium to convey information regarding the functions, accessibility, and procedures for using the Indonesian National Police 110 Emergency Service.

Keywords: *Public Service Announcement, cinematography, Indonesian National Police Emergency Call 110 Service, public literacy, MDLC.*