

INTISARI

Perkembangan teknologi informasi dan komunikasi telah memengaruhi berbagai aspek kehidupan, termasuk dalam bidang pendidikan. Di era digital, promosi sekolah menjadi faktor penting dalam menarik minat peserta didik baru. SD Negeri 2 Patikraja mengalami penurunan jumlah pendaftar siswa baru yang disebabkan oleh persepsi masyarakat yang kurang positif terhadap kualitas dan lingkungan belajar sekolah. Promosi yang dilakukan masih terbatas pada penyebaran formulir pendaftaran dan unggahan kegiatan di media sosial, sehingga belum optimal dalam menyampaikan informasi sekolah. Penelitian ini bertujuan untuk membuat video promosi sebagai media penyampaian informasi mengenai sarana, prasarana, serta program yang ada di SD Negeri 2 Patikraja. Metode penelitian yang digunakan yaitu wawancara, studi pustaka, dokumentasi, kuesioner, dan observasi. Dalam pembuatan video promosi menggunakan teknik live shoot dan motion graphics. Metode pengembangan yang digunakan adalah metode Multimedia Development Life Cycle (MDLC). Video promosi dengan durasi 3 menit 39 detik. Hasil pengujian terhadap 30 responden menunjukkan 91,04% artinya video promosi SD Negeri 2 Patikraja sudah layak untuk dipromosikan.

Kata kunci: Video Promosi, Live Shoot, Motion Graphics, Media Sosial, Multimedia Development Life Cycle (MDLC)

ABSTRACT

The development of information and communication technology has influenced various aspects of life, including education. In the digital era, school promotion has become an important factor in attracting new students. SD Negeri 2 Patikraja has experienced a decline in new student enrollment due to the community's less positive perception of the school's quality and learning environment. The promotion carried out is still limited to distributing registration forms and posting activities on social media, which is not yet optimal in conveying information about the school. This study aims to create a promotional video as a medium to deliver information regarding the facilities, infrastructure, and programs available at SD Negeri 2 Patikraja. The research methods used include interviews, literature review, documentation, questionnaires, and observation. The promotional video was produced using live shoot and motion graphics techniques. The development method applied is the Multimedia Development Life Cycle (MDLC). The promotional video has a duration of 3 minutes and 39 seconds. Testing results from 30 respondents showed a score of 91.04%, indicating that the promotional video for SD Negeri 2 Patikraja is suitable for promotion.

Keywords: Promotional Video, Live Shoot, Motion Graphics, Social Media, Multimedia Development Life Cycle (MDLC)