Abstract

Kanagawa Institute of Technology (KAIT) and Universitas Internasional Batam (UIB) collaborated in the Collaborative Learning 2019 activity that was held in Sembulang island. This activity aims to study culture in Sembulang. Aside of providing a medium for KAIT students to learn Indonesian culture, this activity is hoped to promote and introduce culture of Sembulang village to a wider audiences. Hence, the writer designed and developed a video that encompasses documentation activity which also contains the promotion within it. In designing and developing this research the writer employed Multimedia Development Life Cycle (MDLC) Method that consists of six steps which are: concept, design, material collection, assembly, testing and distribution. This research yields a video that covers the documentation of the activity of UIB and KAIT students and also a documentary of the culture and potential resource of Sembulang as an excursion spot. This video is exhibited in Youtube and is performed on the peak of Collaborative Learning 2019 activity. The results of the video implementation showed positive responses from KAIT and UIB, and people at Sembulang village.

***Keyword**: Video, Documentation, MDLC, Promotion,* Sembulang.

Wahyu Ihsan Pradana. Pembuatan Video Dokumentasi UIB-KAIT Collaborative Learning 2019 Di Desa Sembulang Dengan Metode MDLC.
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