

ABSTRACT

Adobe Premiere is a video editing software that is specialized for creating series of images, audio and video. Premiere Pro is a new release and as the successor to Adobe Premiere which has been launched since 2003. This video editing software is widely used by video production houses, television media, broadcasting advertisements and video content companies. Compared to other editing software, Adobe Premiere is a video editing software that is easy to understand from its interface and futures. Public Service Advertising (PSA) is a tool method to convey social message to the public. This kind of media is often used by the government to spread its programs. As a social media, PSAs generally contain messages about national and environmental awareness (Tinarbuko, 2007 : 2). The work/design method used in this final project is the Luther – Sutopo version of the Multimedia Development Life Cycle (MDLC) method. According to Sutopo, in Setiawan, et al [6], who argues that the multimedia development method consists of six stages, namely the stages of concept, design, material collecting, assembly, testing and distribution. The important thing in the Public Service Advertisement video documentary is the delivery of information from the videographer to the public, the important key is to ensure that verbal and visual information is conveyed clearly [6]. During the activity, the main task of the videographer is to ensure that visual information is conveyed properly. The trick is to ensure that the visual footage used is in accordance with the storyboard storyline made by the videographer prior to production, so that it is hoped that the recipients of both verbal and visual information can be well received by the public [7]. This report describe the new media that will be proposed in the form of a collection of documentary video footage that has been edited into a public service advertisement video calling for vaccinations in the era of the covid-19 pandemic. Public Service Advertisements are very important to be circulated during the current covid-19 pandemic, the goal is for people to want to participate in government programs to contribute to vaccination so that this covid-19 pandemic can reduce the transmission rate in Indonesia. Therefore, the role of content creators is very influential in the creative industry so that the information published on social media is very easily accepted by the public.

Keywords: Adobe Premiere, Public Service Advertisement, Pandemic Covid-19