

ABSTRACT

Accessibility issues for visitors with disabilities, especially in exploring cultural collections, are an obstacle in delivering inclusive information. This study aims to design a public service announcement video (multimedia) as a solution to improve information accessibility. With a cinematography approach, this video combines smooth shooting techniques, simple narration, and visual effects that are friendly to various groups. The design stages include pre-production, production, and post-production with a focus on visualizing the collection in an attractive and easy-to-understand way. Data collection techniques are carried out through in-depth interviews, direct observation, and documentation. The video is designed to present cultural collections in an informative and attractive way, so that they can be accessed by groups with disabilities without physical barriers. The result of this work design is an educational video that is able to bridge the information gap between cultural collections and audiences, increase accessibility for visitors with disabilities, and provide an inclusive experience. This work emphasizes the role of visual communication as an effective medium in delivering cultural information innovatively and educationally to the wider community.

Keywords: *accessibility, visual communication, cinematography, public service announcements, multimedia*