



Implementation of continuity editing in making CDA IPB University Profile Videos

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ABSTRACT

Audio-visual media as an effective communication tool is increasing in today's digital era. CDA IPB is one of the work units that carries out programs on the importance of preparing students to succeed in the world of work. The purpose of this final project is to explain the creation flow of CDA IPB profile videos and implement continuity editing in the flow of making CDA IPB profile videos. In addition, in making the video, the editor applies an editing technique, namely continuity editing and Multimedia Development Life Cycle (MDLC), so that the visuals in the video contain continuity and are related to each other. The result of this final project is that an institution needs a short profile video-based information container that can be accessed by parties related to CDA. This profile video has been compiled based on editing techniques, namely continuity editing so that the resulting video can be watched comfortably and the information is conveyed clearly. The result of this final project is a video profile of Career Development and Assessment (CDA) which has gone through the stages of planning, discussion, execution, and completion. When completing the profile video, an editor uses the Multimedia Development Life Cycle (MDLC) method approach, namely assembly (assembly) and testing (testing). Following the stages of the MDLC method, namely testing carried out on profile videos, an interpretation was obtained which showed very satisfactory results with a percentage of 90.08 percent. The main essence of this final project is making the latest profile video from CDA, by implementing the latest things in the profile video. After the profile video has been created, testing is carried out to measure how perfect the latest profile video is compared to the previous one.

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1. INTRODUCTION

Audio-visual media as an effective communication tool is increasing in the current digital era. Audio-visual media combines sound elements with visible image elements, such as video recordings, films, and various forms of similar media. No source specified. Profile videos are one form of visual media that plays an important role in conveying messages. Messages can be symbols, facial expressions, or expressions and elements of language in a series of meanings (Pranata et al., 2021). Profile videos are a form of visual media that plays an important role in conveying information. Profile videos are key in shaping partners' views of the company to convey company information to the wider public (Vosburg, 2024). As an implementation of the realization

of relevant information by the vision and mission of the Bogor Agricultural Institute (IPB), namely producing superior techno-sociopreneur graduates, IPB is one of the institutions that deal with Career Development and Entrepreneurship, namely Career Development and Assessment (CDA).

CDA or Sub-Directorate of Career Development and Entrepreneurship, IPB's Directorate of Student Affairs is one of the work units that implements programs about the importance of preparing students for success in the world of work. CDA provides the resources, information, and support necessary to assist students in planning and achieving career goals. The main task of CDA is to help students in career development. In addition, the main function of CDA is to provide career counseling services, and skills training, assist in compiling resumes, facilitate professional network development, and providing internship or job opportunities for students (CDA, 2024). In line with this, a forum is needed to introduce CDA to parties such as partners, agencies, companies, and students themselves to work together either in the form of work agreements or information that can be understood directly or indirectly through audio-visual media, in the form of a video profile. As a means of illustrating values, facilities, and career opportunities, profile videos provide an opportunity for educational institutions to communicate with various parties transparently and interestingly.

This project was created to adapt to changes in the vision and mission of IPB. Changes in vision and mission pose challenges related to the integration and delivery of information in the form of video profiles, so that viewers can understand and absorb the important changes that are taking place at IPB. Changes in the philosophical foundation and goals of educational institutions create changes in various aspects, including the presentation of information. The growth and development of the work program at IPB, especially at CDA, is the main driver of this final project. Continuously evolving programs require flexible visual communication tools.

To improve the quality of presenting information through profile videos, this project also includes aspects of improvement over the previous version. There are shortcomings in the previous profile video. Judging from the technical aspect of shooting, several comments such as the footage taken has too much vibration and a blanket of supporting images that match the narrative (footage), the use of video clips at the beginning of the scene/scene looks less smooth, too many repetitive images are used. in the profile video and the subtitle text size is too small. So these technical shortcomings cause the video profile to look less professional, and require more touches of perfection. Judging from the meaning and content of the previous profile video, of course, it was explained at the beginning that the previous profile video did not have the latest information regarding Career Development and Assessment information. For example, CDA leadership has changed management, programs continue to develop, and new rooms or buildings, and CDA's vision and mission have changed to adapt to the main vision and mission of the Bogor Agricultural Institute. Finally, what makes the latest profile video more meaningful and comprehensive is the video box in the bottom right corner which is a sign language video used as a translator for people who are hearing impaired. Not only that, but the aim is to support the Sustainable Development Goals. Seeing and understanding the shortcomings of previous profile videos, this project aims to contribute to improving the quality and visual appeal, making profile videos a more informative communication tool in facing information demands and institutional developments. Therefore, an editor is needed who plays an important role in making CDA profile videos.

Editors in video production have an important role in creating the final quality of an audio-visual work because editors are required to master editing techniques. The editing technique used in making IPB CDA profile videos is the continuity editing technique. Continuity editing is a transition from one shot to another without any time jumps (Pratista, 2020). Continuity editing aims to achieve continuity between shots so that dramatization occurs (Cahyo & Sasongko, 2024). Editors must be able to apply continuity editing to depict consistency and visual continuity in conveying messages, to improve the image of CDA IPB in the eyes of internal and external stakeholders. Optimal visual consistency can enhance a video's appeal, convey a cohesive message, and create a more engaging experience for viewers. The visual elements in profile videos are not only a physical depiction of student life, but also function as a medium to express the institution's core values.

This final project has a problem formulation based on the background above, such as how to make IPB University Career Development and Assessment (CDA) profile videos and how to implement continuity editing in the flow of making IPB University Career Development and Assessment (CDA) profile videos.

2. RESEARCH METHOD

Data collection

- a) Interview, data collection through interviews is useful for gathering information directly through credible sources. Interviews were conducted with the head of IPB's Career Development and Assessment, namely Rici Tri Harpin Pranata, S.K.Pm., M.Si. The information collected is in the form of organizational structure, history, programs, goals vision, and mission. As well as his desire to want the latest profile video that represents everything at CDA through video.
- b) Observation, the observations carried out at CDA aim to collect important information in making video profiles. Observations in the form of daily activities, work environment, and interactions between employees are considered to understand the culture and values of the organization. In addition, key activities and testimonials from employees and students are recorded to highlight CDA's social impact. All this information will be used to design a strong narrative and engaging visuals, ensuring the profile video effectively reflects the organization's identity.
- c) Previous Video Analysis, data collection through video analysis of previous profiles involves several important steps. First, previously produced videos are watched to identify key elements, such as storyline, visual style, and use of audio. Second, successful and less successful aspects are evaluated, including message clarity, visual appeal, and audience response. In addition, the analysis also includes an assessment of the editing techniques used, such as transitions and continuity. The results of this analysis provide valuable insights that can be used to improve the quality of new profile videos, ensuring messages are more effective and engaging.

Measurement and Evaluation of Results

Video results will be measured based on several criteria, such as message clarity, visual quality, and audience response. Testing was carried out by collecting feedback from CDA employees through surveys and then analyzing quantitative data obtained from survey statistics that had been conducted

The method used in this final assignment by an editor is to use continuity editing techniques with several aspects to support the target use of this technique. To ensure that continuity editing techniques are correctly applied and targeted for use, each video cut will be evaluated based on visual and narrative alignment. Editing was done with attention to smooth transitions between each segment, as well as maintaining consistency of style and tone. The editor carries out regular reviews to ensure that all elements are well integrated and always discusses with the team. There is a target in achieving continuity editing, namely the need for several aspects such as the 180° Rule, Shot/Reverse Shot, Eyeline Match, Establishing Shot, Match on Action, Point of View (POV), and Cut in & Cutaway. Apart from that, there is also One Scene Three Shot Continuity Direction; Three Shot Continuity Action, Two Objects One Moment; Three Shot Continuity Direction; and Three Shot Continuity Direction Scene. Apart from that, the method used to measure success in making profile videos is also based on the Multimedia Development Life Cycle (MDLC) method. One of the stages of MDLC is assembly and testing. At the same time using a Likert Scale in determining the calculation of the final results. The assembly process involves combining footage, audio, and graphic elements. Testing the success of continuity editing techniques is carried out through internal screening with team members and CDA parties who are not involved in the project. Feedback from these sessions is used to make improvements before the final release.

Testing

The Multimedia Development Life Cycle (MDLC) is a series of steps used in the process or flow of creating multimedia content. One of the things that can be used in making this profile video is the testing stage (Kumala et al., 2021). This stage is testing the results of the video that has

been made to identify its feasibility based on the script and also requests from CDA IPB. Testing is carried out in two stages: alpha and beta. Alpha testing involves examining elements such as displays, illustrations, and other technical matters to CDA to ensure everything is appropriate with expected standards. Beta testing is carried out based on the results of questionnaires given to the audience to get feedback and ensure the target audience can well receive the video. This stage that is, testing is carried out on the video results in the form of complete videos. This stage aims to identify the feasibility of the video which is made based on the script, and also requests from clients, namely CDA. Testing the video profile results at the testing stage uses two tests namely alpha testing and beta testing (Roedavan et al., 2022). Alpha testing or alpha testing is done by presenting the video results to clients directly. Meanwhile, beta testing or beta testing is carried out based on an assessment from internal CDA clients using a questionnaire using Likert Scale measurements (Awaludin et al., 2023). (a) Alpha Testing is carried out by directly presenting and checking the video's elements, displays, illustrations, and other technical aspects to CDA. This process involves an Assistant CDA Director of Career Development and Entrepreneurship, a Supervisor, as well other CDA staff for input and evaluation. (b) Beta Testing involves assessing videos indirectly through a questionnaire created using Google Forms. This questionnaire was then sent to all internal CDA to collect wider feedback and assessment.

Continuity Editing

Continuity in film refers to the visual and narrative consistency between scenes and each shot. The term continuity editing refers to image composing techniques that maintain continuity between scenes or shots so that there are no errors or inconsistencies that could disrupt the viewing experience (Dheviyani & Manesah, 2024). The continuity editing technique aims to keep the storyline consistent, even though the scenes or shots are taken at different times and places. Image continuity can be implemented through various editing techniques, including cutting by narration, cutting by rhythm, and color correction. As an editor, continuity editing techniques such as L-Cut, Cutaway, and Color Grading are used to create a cohesive and emotional narrative (Hardifa Reinka et al., 2024). When implementing cutting by narration, it is important to pay attention to the music lyrics and available stock images to better align the audio and visuals. The application of cutting by rhythm must be prepared carefully, where the editor needs to understand the beat or rhythm in the song which will guide the transition of images. Meanwhile, the application of color correction should start in pre-production by equalizing camera settings such as white balance and picture profile, making the color correction process easier for editors (Febriansyah & Susilawati, 2022).

Media

Media acts as a bridge from the message sender or source to the message recipient or receiver so that the media becomes a channel for conveying information, learning, or the message itself (Alaby, 2020). The information instrument is in the form of an image, which is used to attract the attention of a large number of people, and aims to convey information in an informative and interesting way (Ahmad, 2022). Visual media is categorized as media that uses the ability of the sense of sight to communicate its message. Some examples of visual media include modules, books, journals, print media, miniatures, posters, and media that present their surroundings (Levryn & Watini, 2022). It can be interpreted that visual media is a type of media that does not contain elements of the sense of hearing but can only be seen by the eyes.

Media that combines sound elements and visible image elements, such as video recordings, films, and various other similar forms of media (Maryam et.al., 2020). Audiovisual media is different from visual media because it involves the senses of sight and hearing which can be categorized into two forms, namely moving audiovisual media and still audiovisual media.

Profile Videos

A tool to create a positive impression of a company or organization in the eyes of potential clients (Yuliadi et al., 2020). Profile videos are an effective and efficient means of advertising a product or company and promoting it. Utilizing audiovisual communication, conveying information and promotions becomes more effective (Rahman et.al., 2020). Profile videos are an effective

means of information in introducing the potential of an area because they can present clear information (Apriliani et al., 2019).

3. RESULTS AND DISCUSSIONS

The editing stage is carried out after the shooting process has been completed. Editing is the process of combining several images from a single shot to form one complete story (Subandi, 2019). Continuity editing is an editing technique that follows action through a certain benchmark. This continuity editing technique is a technique of combining or cutting images to follow an action through a certain standard. Continuity editing aims to connect shots so that the flow of the scene is clear, smooth, and fluid (Baihaqi & Ibrahim, 2023). There is a target in achieving continuity editing, namely the need for several aspects such as the 180° Rule, Shot/Reverse Shot, Eyeline Match, Establishing Shot, Match on Action, Point of View (POV), and Cut in & Cutaway (Widyacaya, 2019).

Assembly

The assembly stage or assembling and carrying out the main task of an editor is editing. After ensuring that all the materials have been collected at the material collecting stage, the materials are then arranged based on the script, storyboard, and audio voice-over. The editor arranges the materials according to the storyboard on the editing timeline that has been created until completion. This assembly stage consists of several parts, namely, Rough Cut (putting together rough cuts of shots according to the script, voice-over, background music, and sound effects), Subtitle Editing, Color Grading Editing, and Rendering (Sembiring & Hastuti, 2020). (a) Rough Cut involves combining several scenes into a timeline or editing program, as well as adding voice-over, sound effects, and harmonious background music. Background music and voice acting are selected based on suitability to the theme and concept of the video. The theme of the profile video is made in a humble style and with a professional concept. The background music supports the mood being conveyed, while the voiceover is selected for clarity and visual appeal. The goal is to create a smooth and continuous flow of the story. (b) Subtitle editing is the process of adding Indonesian language text that matches the script in the video. This step is important to facilitate the audience's understanding of the content being conveyed and allows accurate translation of the narrative. (c) Editing Color Grading involves adjusting and enhancing the visual quality of each image in a video by adding appropriate color effects. This technique aims to create an atmosphere that suits the desired mood or theme, as well as improve the overall visual aesthetic. (d) The Rendering stage is the final step in the editing process, where the video that has gone through all the editing stages is processed into a final format that can be played. Rendering ensures that all changes and additions made during the editing process are perfectly integrated before the final video can be published or further produced. The success of the final results of the editing process is assessed through the evaluation of visual, and audio quality and message consistency. Quality standards include video resolution, audio clarity, and alignment with CDA identity. Feedback from the audience after the broadcast is also an indicator of success in the form of questionnaire results conducted based on a Likert scale.

Rule 180°

The rule is that the camera position must not cross the imaginary line of action when a transition is made. This rule can be seen in the profile video, namely when the talent enters the elevator from the right camera and exits from the left camera and when the talent exits the elevator in a position from the right to the left, meaning when he enters from the right he exits must be from the left. These rules are carried out to fulfill the logical elements of a visual. It can be seen in figure 1.



Figure 1. Shows the 180° rule

Shot/Reverse Shot

Shows what the character sees in the shot. This reverse shot shows an object looking at another object, the visual will show what the main object is seeing. It can be seen in the profile video that when the talent comes out of the elevator and goes into the room, he first greets the talent at the reception desk. So that the talent at the reception desk looks at the talent who is walking and is visible in the frame shot. It can be seen in figure 2.



Figure 2. Shows a reverse shot

Eyeline Match

Shows a character looking at an object outside the shot frame, and then the next shot shows the object. In contrast to the reverse shot, in this eyeline match what the object sees does not appear in the shot frame. So it only shows one by one who saw and what was seen. Two talents are looking at the whiteboard then the next shot shows the whiteboard, seen in picture 3.



Figure 3. Shows eyeline match

Establishing Shot

Showing a broad setting along with its content, can be shown by showing location, time, environment, or mood. It can be seen in the profile video that the Establishing Shot occurs at the beginning of the video by showing the Rectorate/Andi Hakim Nasution Building and the IPB CDA Building as the location for making this profile video. This can be seen in figure 4.



Figure 4. Shows establishing shot

Match on Action

When the character in the shot moves to the left, the next shot moves to the right. Match on Action is equal to 180° where a continuation of the shot occurs, if initially, the shot shows the object moving from the left then the shot will enter from the right and vice versa if the shot moves from the right then the shot will enter from the left. The difference with the 180° rule is that Match on Action is not limited to the number of shots taken until the shot moves to another object. There is a shot in the profile video when the talent is about to enter the building, showing the sequence in which he enters from the outside door into the room, as seen in picture 5.



Figure 5. shows match on action

Point of View (PoV)

The same as Eyeline Match shows the character looking at an object, but then the object seems to be looking at the character. The difference is that the object is seen first, then the object that is being seen comes next. Several talents in the profile video are having a conversation, then the next object that enters the frame shot can be seen in figure 6.



Figure 6. Shows point of view (PoV)

Cut in & Cutaway

Cut-in is showing the character from a distance then the next shot from close range. On the other hand, Cutaway shows the character from a close distance and then the next shot from a distance. The cut in this profile video shows a talent looking at the screen from a distance (long shot) and then approaching (medium shoulder shot). The two shots above show the cut and the two shots below show the Cutaway, as seen in figure 7.



Figure 7. Shows cut in & cutaway

Apart from that, there are four other additional points to make it easier to convey messages and provide meaning to the audience by using continuity editing techniques, such as One Scene Three Shot Continuity Direction; Three Shot Continuity Action, Two Objects One Moment; Three Shot Continuity Direction; and Three Shot Continuity Direction Scene (Baihaqi & Ibrahim, 2023).

One Scene Three Shot Continuity Direction

One Scene Three Shot Continuity Direction is a technique that uses three different viewpoints for a single scene, highlighting important elements such as character expressions. This technique also maintains visual and narrative continuity, so that the storyline still feels consistent

(Yanuar, 2024). Continuity of images in one scene consisting of three shots with continuity from the image focusing on the object, namely over-the-shoulder shot (OSS) or taking images with the camera position behind the shoulder of one of the objects/talent who is facing away from the camera. After that, OSS is carried out from the opponent/vice versa and ends with a dramatic shot. Two talents are looking at a gadget that displays social media content from CDA, both of them are seen having a conversation as seen from their hand gestures, seen in figure 8.



Figure 8. Shows one scene three shot continuity direction

Three Shot Continuity Action, Two Objects One Moment

Three Shot Continuity Action, Two Objects One Moment is a technique that involves taking three points of view at one moment involving two objects. This approach creates visual and narrative harmony, dynamically highlighting interactions between objects (Ismawan, 2024). Combining images of two objects in action by combining three shots in one scene without any camera movement. Two talents are looking at the whiteboard from the camera position highlighting the two objects simultaneously in three continuous scenes, as seen in figure 9.



Figure 9. Three shot continuity action, two objects one moment

Three Shot Continuity Direction

Three Shot Continuity Direction is an editing technique that uses three points of view for a single scene, creating narrative depth. This approach helps maintain visual continuity, so the storyline remains clear and interesting to the audience (Prayitno et al., 2024). This technique aims to maintain visual consistency and storyline, giving the audience a better understanding of the interactions in the scene (Widyacaya, 2019). Continuity is used to clarify ongoing dialogue. The visualization can combine the front middle left side, long shot, and front middle right side so that emotional dialogue and object expressions are recorded well and naturally. A talent enters the room, is greeted by other objects who are already in their seats, and then they continue discussing and having a conversation, as seen in picture 11.



Figure 11 Shows three shot continuity direction

Three Shot Continuity Direction Scene

Three Shot Continuity Direction Scene is a technique that uses three different points of view to depict one scene as a whole. This approach ensures visual and narrative continuity, enriching the viewer's experience with diverse perspectives (Tikka et al., 2023). Combining three shot images in one scene places the focus on each object while actively interacting. Usually, it starts with a front middle left side shot of the objects facing each other with a front middle right side shot so that the interaction that is taking place can be seen and ends with two shots of the two objects facing each other. Two talents are carrying out an activity where the three shots start from the left, then the right, and end with two objects facing each other, as seen in Figure 12.



Figure 12. Shows a three shot continuity direction scene

Test Results Against Results

Table 1. Questionnaire results to CDA internals

Questions	Value (1)	Value (2)	Value (3)	Value (4)	Value (5)
Is the video visible clearly?	0	0	0	6	14
Is the implementation of video transitions good?	0	0	0	12	8
Are the colors (color grading) and lighting on the video good?	0	0	0	9	11
Does the subtitle represent the translation in text form?	0	0	0	10	10
Are sign language videos appropriate?	0	0	0	11	9
Are you interested in the concept of the video?	0	0	0	12	8
Is the use of the logo appropriate?	0	0	0	8	12
Is the information conveyed clearly and concisely?	0	0	0	14	6
Is the video long enough?	0	0	0	10	10
Is the use of background music appropriate (doesn't affect the sound of the narration)?	0	0	0	9	11
Does the voice-over narration sound clear?	0	0	0	12	8
Is the use of video sound effects interesting?	0	0	0	6	14
Amount	0	0	0	119	121

Notes:

The assessment is based on 3 points, namely visuals, message content, and use of audio.

(1) to strongly disagree (STS), (2) to disagree (TS), (3) to enough (c), (4) to agree (S), and (5) to strongly agree (SS). $T \times P$

T = total number of respondents who voted

Pn = choice of Likert scale score numbers

STS = 0 0

TS = 0 0

C = 0 0

S = 119 x 4 476

SS = 121 x 5 605

Number of Respondents with Scale Formula Likert **The Result 1.081**

240 (Number of Respondents' Answers) To measure the interpretation of questionnaire scores using a formula

$Y = \text{highest Likert score} \times \text{number of respondents}$

$X = \text{lowest Likert score} \times \text{number of respondents}$

Total highest score ss = 5 x 240 = **1.200 (highest score)**

Total lowest score sts = 1 x 240 = 240

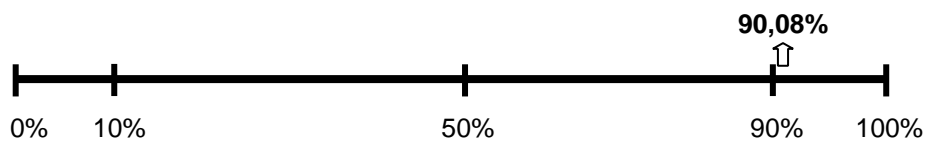
To determine the percent interval use the formula

total score

$\frac{\text{total score}}{\text{highest score}} \times 100\%$

$\frac{1081}{1200}$

= 1200 x 100% = **90,08%** is in the "very satisfied" category



So the score interception criteria are as follows:

1. Number 0% - 19,99% = strongly disagree
2. Number 20% - 39,99% = don't agree
3. Number 40% - 59,99% = enough
4. Number 60% - 79,99% = satisfied
5. Number 80% - 100% = very satisfied

4. CONCLUSION

In making CDA profile videos, the editor uses a technique, namely continuity editing. This continuity editing technique is a situation where there is continuation or continuity between one previous image and the next image. Apart from that, this continuity editing technique is a technique of combining or cutting images to follow an action through a certain standard. In this way, continuity editing aims to connect shots so that the flow of the scene is clear, smooth, and fluid. Some rules must be followed so that this continuity editing technique works well, including applying the 1800 Rule, Shot/Reverse Shot, Eyeline Match, Establishing/Reestablishing Shot, Match on Action, Point of View (PoV), and Cut in & Cutaway (Widyacaya, 2019). There are four other points, namely One Scene Three Shot Continuity Direction; Three Shot Continuity Action, Two Objects One Moment; Three Shot Continuity Direction; and Three Shot Continuity Direction Scene (Baihaqi & Ibrahim, 2023). This research contributes to the understanding of effective profile video editing techniques and their application in organizational contexts. It is hoped that the results will provide guidance for other organizations in creating profile videos. The implications of this research include increasing awareness of the importance of quality profile videos to strengthen an organization's image. This may inspire further research in the field of visual communication. Limitations of this study include the limited audience size for the survey and potential bias in the feedback provided. Apart from that, limited time for the editing process can also affect the final result. Future research could focus on a more in-depth analysis of the impact of profile videos on audience engagement and organizational reputation, as well as experimenting with different video formats to increase the effectiveness of messaging.

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