

ABSTRAK

EFEKTIVITAS VIDEO PROMOSI LESEHAN BAKSO PALAPA MENGUNAKAN METODE MDLC (MULTIMEDIA DEVELOPMNET LIFE CYCLE)

(Muhammad Abiyyu Fauzan, 2024, 52 Halaman)

Sebagai kota wisata yang terus berkembang, Pagar Alam memiliki potensi besar dalam sektor kuliner, termasuk di wilayah Dempo Utara. Salah satu pelaku usaha di daerah tersebut adalah Lesehan Bakso Palapa yang telah berdiri sejak tahun 2019. Namun, promosi yang dilakukan melalui media sosial masih belum mampu menjangkau konsumen secara optimal. Oleh karena itu, penelitian ini bertujuan untuk merancang media promosi berupa video menggunakan metode *Multimedia Development Life Cycle* (MDLC), yang terdiri dari enam tahapan: concept, design, material collecting, making, testing, dan distribution. Video promosi berdurasi 2 menit 19 detik ini menampilkan alur kegiatan pengunjung mulai dari kedatangan hingga menikmati sajian, serta menyorot berbagai menu dan suasana rumah makan. Pengujian alpha dilakukan kepada pemilik usaha untuk mengevaluasi kelayakan konten video, sedangkan pengujian beta melibatkan 95 responden menggunakan pendekatan *EPIC Model* (Empathy, Persuasion, Impact, Communication). Hasil pengujian menunjukkan bahwa video promosi dinilai efektif dalam menyampaikan pesan, menarik perhatian audiens, dan memperkuat citra Lesehan Bakso Palapa sebagai salah satu pilihan kuliner lokal.

Kata Kunci: Lesehan Bakso Palapa, Video Promosi, MDLC, EPIC Model, Multimedia.

ABSTRACT

THE EFFECTIVENESS OF LESEHAN BAKSO PALAPA PROMOTIONAL VIDEO USING THE MDLC (MULTIMEDIA DEVELOPMENT LIFE CYCLE) METHOD

(Muhammad Abiyyu Fauzan, 2024, 52 Pages)

As a continuously developing tourist city, Pagar Alam holds great potential in the culinary sector, including the Dempo Utara area. One of the local culinary businesses in this region is Lesehan Bakso Palapa, established in 2019. However, its promotional efforts through social media have not yet effectively reached a wider audience. This study aims to design a promotional video using the Multimedia Development Life Cycle (MDLC) method, which consists of six stages: concept, design, material collecting, making, testing, and distribution. The 2-minute and 19-second promotional video showcases customer activities from arrival to enjoying the meals, along with various menu items and the atmosphere of the restaurant. Alpha testing was conducted with the business owner to evaluate the feasibility of the video content, while beta testing involved 95 respondents using the EPIC Model approach (Empathy, Persuasion, Impact, Communication). The results indicate that the promotional video is considered effective in delivering its message, attracting audience attention, and strengthening the image of Lesehan Bakso Palapa as a local culinary destination.

Keywords: *Lesehan Bakso Palapa, Promotion Video, MDLC, EPIC Model, Multimedia*