

## ABSTRACT

MUHAMMAD MIFTAHUDIN, Communication Science Study Program, Faculty of Social, Political and Computer Sciences, Djuanda University, 2022, *The Effect of Video Content on The Effectiveness Of Socialization Of Waste Management In Banjarwangi Village*, 1<sup>st</sup> Advisor: Dr. H. Muhammad Luthfie, Drs., M.Si., 2<sup>nd</sup> Advisor: Desi Hasbiyah, S.Si., M.I.Kom.

Video content is a combination of visual and audio images contained in it. Video content is currently the most popular content among Internet users worldwide. Audiences not only receive sound, but information and messages will be more easily displayed with visual images. Thus, video content is one of the suitable media to be used as a means of socialization, communication and information. The Banjarwangi Village Waste Management Video Content is a video designed by the Banjarwangi Village Government to provide information about the importance of keeping the environment clean and socializing the Banjarwangi Village Waste Management Program. This research purpose is to determine the effect of video content on the effectiveness of socialization of waste management in Banjarwangi Village. The method used is a quantitative method. The sample is 100 with the target sample being the population of Banjarwangi Village. The data collection method used is a questionnaire. The results showed that there was an influence between video content on the effectiveness of the socialization of waste management in Banjarwangi Village with the results  $t_{count} > t_{table}$  ( $5.335 > 1.987$ ) and sig. of  $0.000 < 0.05$ , which means that the video content variable affects the effectiveness of the socialization of waste management in Banjarwangi Village.

**Keywords:** Video Content; Audio; Visual; Socialization; Waste Management;



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## ABSTRAK

MUHAMMAD MIFTAHUDIN. Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik, dan Ilmu Komputer, Universitas Djuanda, 2022, Pengaruh Konten Video Terhadap Efektivitas Sosialisasi Pengelolaan Sampah Di Desa Banjarwangi, Pembimbing I: Dr. H. Muhammad Luthfie, Drs., M.Si., Pembimbing II: Desi Hasbiyah, S.Si., M.I.Kom.

Konten video merupakan kombinasi dari gambar visual dan audio yang termuat didalamnya. Konten video saat ini merupakan konten paling populer di kalangan pengguna Internet di seluruh dunia. Audiens tidak hanya menerima suara, tetapi informasi dan pesan akan lebih mudah ditampilkan dengan gambar visual. Dengan demikian, konten video merupakan salah satu media yang cocok untuk digunakan sebagai sarana sosialisasi, komunikasi dan informasi. Konten Video Pengelolaan Sampah Desa Banjarwangi merupakan video yang dirancang oleh Pemerintah Desa Banjarwangi untuk memberikan informasi tentang pentingnya menjaga kebersihan lingkungan dan sosialisasi Program Pengelolaan Sampah Desa Banjarwangi. Penelitian ini bertujuan untuk mengetahui pengaruh konten video terhadap efektivitas sosialisasi pengelolaan sampah di Desa Banjarwangi. Metode yang digunakan adalah metode kuantitatif. Sampel berjumlah 100 dengan target sampel penduduk Desa Banjarwangi. Metode pengumpulan data yang digunakan adalah kuesioner. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara konten video terhadap efektivitas sosialisasi pengelolaan sampah Desa Banjarwangi dengan hasil  $t_{hitung} > t_{tabel}$  ( $5,335 > 1,987$ ) dan sig. sebesar  $0.000 < 0.05$ , yang artinya variabel konten video berpengaruh terhadap efektivitas sosialisasi pengelolaan sampah Desa Banjarwangi.

**Kata Kunci:** Konten Video; Audio; Visual; Sosialisasi; Pengelolaan Sampah