

ABSTRAK

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Program Studi : Public Relation
Judul Laporan Skripsi : “Director Of Photography Produksi Iklan Layanan Masyarakat “Petani Kopi Muda Bisa Oleh Asosiasi Kopi Indonesia Dalam Upaya Meningkatkan Ekonomi Petani dan Kualitas Kopi Nusantara”
Pembimbing : Anindita,S.Pd.M.Ikom (1), Dwi Firmansyah,S.Ikom.M.Ikom (2)

Seiring berkembangnya zaman kini minum kopi kini sudah menjadi gaya hidup bagi anak-anak generasi millennial dan bukan sekedar minuman penghilang rasa kantuk. Hal tersebut terbukti dari menjamurnya kafe atau kedai-kedai penjual minuman dari seduhan bubuk kopi di seluruh nusantara. Sehingga muncul berbagai sosialisasi edukasi tentang perkopian yang dimulai dari hulu. Dengan adanya kegiatan sosialisasi edukasi yang dimulaidari Hulu yaitu penanaman dan pemeliharaan kebun kopi yang baik dan sesuai, dapat meningkatkan kualitas kopi nusantara.

Sebagai *Director Of Photography*, pembuatan Iklan Layanan Masyarakat “Petani Kopi Muda Bisa!”. Penulis memiliki maksud untuk memberikan edukasi tentang penanaman dan pemeliharaan kebun kopi dengan mengemas pesan melalui Iklan Layanan Masyarakat yang tergambarkan dalam audio-visual yang mudah dimengerti masyarakat. Penulis mendapatkan informasi dengan melakukan riset melalui wawancara dan jurnal oleh pihak organisasi di bidang industri perkopian.

Memiliki tujuan untuk memberikan edukasi kepada masyarakat untuk mengetahui pengetahuan edukasi perkopian yang dimulai dari hulu yaitu penanaman dan pemeliharaan kopi yang sesuai dan baik sehingga dapat menghasilkan kualitas kopi nusantara yang terbaik dan dapat membantu perekonomian petani.

Kata kunci: Petani Kopi, Edukasi, Iklan Layanan Masyarakat, *Director Of Photography*

ABSTRACT

Name : Irawan Dwi Prayogo
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Study Program :Public Relation
Title Internship Report : “Director Of Photography of Public Service Advertisement Production “Young Coffee Farmers Can Do It!” By the Indonesian Coffee Association in an Effort to Improve the Farmer's Economy and Coffee Quality of the Archipelago”
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Over time, drinking coffee has now become a lifestyle for millennial generation children and not just a drink to relieve drowsiness. This can be seen from the proliferation of cafes or shops selling brewed coffee grounds throughout the archipelago. So that various educational socializations about coffee appeared starting from the upstream. With the existence of educational socialization activities starting from the upstream, namely planting and maintaining good and correct coffee plantations, it can improve the quality of archipelago coffee.

The existence of educational socialization activities starting from upstream, namely planting and maintaining good and appropriate coffee plantations, can improve the quality of archipelago coffee.

As Director, making Public Service Advertisements "Young Coffee Farmers Can!". The author has the intention of providing education about planting and maintaining coffee plantations by packaging messages through Public Service Announcements that are depicted in audio-visuals that are easy for the public to understand. The author obtains information by conducting research through interviews and journals by organizations in the coffee industry.

It has the aim of educating the public to find out about coffee education knowledge that starts from upstream, namely planting and maintaining coffee that is appropriate and good so that it can produce the best quality Indonesian coffee and can help the farmer's economy.

Keywords: Coffee Farmers, Education, Public Service Advertisements, DirectorOf Photography