

ABSTRAK

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| Nama | : Puspa Alicia Salsabila |
| NIM | : 44119110034 |
| Program Studi | : Ilmu Komunikasi |
| Judul Laporan Tugas Akhir Peduli Negeri | : Pendampingan dan Pelatihan Podcast Dalam Meningkatkan Keahlian <i>Videography</i> dan <i>Editing</i> Siswa SMK Budi Mulia Periode Bulan Maret – Juli 2023 |
| Pembimbing | : Dr. Suraya, M.Si Dewi Sad Tanti, M.Ikom |

Podcast merupakan salah satu bentuk dari media baru yang menyajikan konten audio digital bervariasi. Seiringnya perkembangan zaman, *podcast* tidak hanya disajikan dalam bentuk audio digital namun juga dalam bentuk audio video. Dalam membuat konten yang menarik membutuhkan keahlian dalam *Videography* dan *Editing* didalamnya agar sebuah konten dapat disajikan dengan baik.

Program TAPN “*How To Be Podcaster*” dengan sub tema “Pendampingan dan Pelatihan *Podcast* Dalam Meningkatkan Keahlian *Videography* dan *Editing* Siswa SMK Budi Mulia Periode Bulan Maret-Juli 2023” ini diselenggarakan secara tatap muka di SMK Budi Mulia. Kegiatan ini diikuti oleh siswa SMK Budi Mulia yang memiliki minat bakat dan keahlian *videography* dan *editing*.

Hasil luaran dari kegiatan TAPN ini yakni para peserta mampu memproduksi konten *podcast* yang menarik. Keahlian *videography* dan *editing* peserta meningkat melalui kegiatan TAPN ini. Hasil Kuesioner sebelum pendampingan rata-rata presentase 70,9% dan setelah dilakukannya pendampingan menunjukkan rata-rata presentase 86,5%. Peserta membuat empat konten *podcast* dengan tema yang berbeda. Konten *Podcast* yang dihasilkan, selanjutnya diperlombakan dalam kegiatan *podcast awards* di akhir acara. Terdapat empat kategori nominasi yakni *best host*, *best content*, *best editor* dan *best team*. Kegiatan ini mendapatkan respon yang positif dari pihak sekolah dan peserta, terbukti dari semangatnya peserta yang mengikuti kegiatan dari awal hingga akhir.

Kata Kunci : *Podcast, Videography, Editing, Konten, Keahlian, Siswa, SMK Budi Mulia*

ABSTRACT

Name : Puspa Alicia Salsabila
NIM : 44119110034
Study Program : Communication Science
Title : Podcast Assistance and Training in Improving Videography and Editing Skills of Budi Mulia Vocational School Students for the Period of March – July 2023
Counsellor : Dr. Suraya, M.Si
Dewi Sad Tanti, M.Ikom

Podcast is a form of new media that presents a variety of digital audio content. Along with the times, podcasts are not only presented in the form of digital audio but also in the form of audio video. Creating interesting content requires expertise in videography and editing in it so that content can be presented properly.

The TAPN program "How To Be Podcaster" with the sub-theme "Podcast Assistance and Training in Improving Videography and Editing Skills for Budi Mulia Vocational High School Students for the Period of March-July 2023" was held face-to-face at Budi Mulia Vocational School. This activity was attended by students of SMK Budi Mulia who have an interest in videography and editing skills and talents.

The output of this TAPN activity is that the participants are able to produce interesting podcast content. The participants' videography and editing skills improved through this TAPN activity. The results of the questionnaire before the mentoring averaged a percentage of 70.9% and after the mentoring showed an average percentage of 86.5%. Participants create four podcast content with different themes. The resulting Podcast content will then be contested in podcast awards activities at the end of the event. There are four nomination categories namely best host, best content, best editor and best team. This activity received a positive response from the school and participants, as evidenced by the enthusiasm of the participants who took part in the activity from start to finish.

Keywords: Podcast, Videography, Editing, Content, Expertise, Students, Budi Mulia Vocational School.