

ABSTRACT

A video basically were not made by recording and became a video, there is a procedure production process, Production process there are three , first is PreProduction in which is a story idea, The concept of Production, Outline, Budget Plan, Rundown, Director Treatment, Floor Plan, The story, Concept Art, Storyboard, Animatic Storyboard, Casting and Audio. Second is Production in which is Opening Tune and Bumper. Third is PostProduction in which is Compositioning, Editing, Rendering, and The determination of video *Compositioning Codec*. The procedure was step in making a video, The point is to complete a video that when video is ready to watch, the result will be satisfactory as video made by Andhika Wiyana Prastiyansyah. This research aims to understand how the Production Process Video Channel YouTube #Saeenih – Andika Wipra (Episode Susu Kental Manis Dijadiin Pomade – Emergency Pomade #4 Jangan Ditiru).

This research using methodology a qualitative approach descriptive and supported by the constructivism. Data on this report obtained through direct interviews with three people, The first is informants of the maker video are Andhika Wiyana Prastiyansyah, Andhika friend there is Fauzan Anangga, and Andhika Subscriber there is Fikry Firmansyah. The result of this research is andhika wiyana prastiyansyah using procedure production process that is PreProduction, Production, and PostProduction on the video Episode Susu Kental Manis Dijadiin Pomade – Emergency Pomade #4 (Jangan Ditiru) until the video be perfect.

Keywords: Production Process, YouTube.