

ABSTRACT

This research was conducted to determine the effect of motivational video on adolescents attitudes in building the city of Bandung. This experimental study was intended for teenagers at Public Highschool 3 of Bandung. The purpose of this research is to find out how effective the motivational video of Ridwan Kamil toward adolescent in building the city of Bandung and which factors that affect the adolescents at Bandung city.

This research used qualitative method with Quasi experiment as the type of research. The design experiment that was used in this research was Nonequivalent Control Group Design, which the sample for this design doesn't get choosed randomly with 32 person as total respondent. The analysis data technique that was used was normality analysis and T-Test.

Ridwan Kamil's motivational video didn't gave effect toward adolescents attitude in building the city of Bandung. As for the attitude assessment that was based on 3 indicators pre-test and post-test such as cognitive 0%, affection 0% and conative 1.88. It's because only motivational video isn't enough to increase their motivation and attitude of adolescents.

Keyword: *Attitude, Building the City, Motivational Video, Storytelling, Experiment*