

ABSTRACT

The allocation of the Dana Bos which is only to finance school infrastructure, makes scholarships one of the needs to finance the needs of students while attending school. However, 'continuing level scholarships' and information are still minimal. Telkom Education Foundation comes with the OPES Scholarship program. However, the fact that there is information about the OPES Scholarship program is not evenly distributed, marked by 69% of respondents who do not know this program. So that the purpose of this research is to introduce the OPES Scholarship program and design effective and efficient information media for target audiences. To achieve this goal, research methods are collected in several ways, such as observation, interviews of expert sources, literature studies, and questionnaires, while analysis is carried out by descriptive analysis by drawing conclusions from the data that has been obtained and matrix analysis by comparing similar works. Explainer video is considered capable of being a solution to this problem because the human brain can process what is being viewed quickly and easily spread the media on various social media owned by Telkom School and related schools.

Keyword: information media, video, motion graphic, OPES scholarship