ABSTRACT

Multimedia means of interactive communication or information media combining graphics, text, animation, audio and video. This final project aims to be able to improve his skills and expertise in mastering camera tools and produce innovative and artistic works. There are also camera techniques in taking good and correct pictures so that the contents of the video message can be conveyed to the audience. The development of multimedia technology is increasingly advanced, due to more and more sophisticated hardware. This can make it more developed and creative in the production of multimedia content. The production process for creating video content at PT Kereta Api Indonesia (Persero) uses pre-production, production and post-production methods. The content created is in the form of photo or video event documentation, streaming coverage, stock hunting footage of trains and content to express appreciation from the President Director of PT KAI. For one month there are 3-4 content creation, a total of approximately 48 video content in one year during the internship. There are 10 conten using the DJI Phantom 4 drone, 25 camera movement content using the Sony A7s III camera along with the lens, camera stabilizer and microphone. There are 13 contents using the E-image tripod. Through efforts to create multimedia content that can attract consumers' interest in rail transportation, PT Kereta Api Indonesia (Persero) has succeeded in improving the image of its institution with the achievement of rail passenger transportation in May 2023 reaching

30.534 million people. This number increased by 7.8% compared to the previous month which amounted to 28.33 million people.

Keywords: Hardware, Techniques, pre-production, production, post production, content, image