

ABSTRACT

This final project, titled "Building Teacher Learning Media: Application of Gestalt Theory in the Editing Process for the Merdeka Mengajar Platform Video Production by Kemendikbudristek," aims to develop an engaging and easy-to-understand video learning module to support the implementation of the Merdeka Curriculum, particularly in "Using and Processing Formative Assessments." Gestalt Theory was chosen for its ability to organize visual elements into meaningful wholes, making it easier for the audience, especially teachers, to comprehend. The application involves designing a consistent visual identity (color palette, font, logo), creating a photoboard as a visual composition reference, and structuring the storyline and visuals according to Gestalt principles. In the video editing process, principles such as proximity, similarity, closure, continuation, and figure-ground are used to guide the viewer's attention to key elements in each scene. The goal is to create a visually harmonious, engaging, and easy-to-follow video presentation, making the video an effective learning tool. This approach is expected to not only create an aesthetically appealing video but also improve teachers' competencies in the learning process, while serving as a reference for the development of more innovative learning media.

Keywords: *Learning Media, Gestalt Theory, Video Editing, Formative Assessment, Digital Literacy, Learning Innovation.*