

ABSTRACT

The Sri Baduga Bandung Museum is a cultural institution that plays a role in preserving history and culture, but in this digital era it faces challenges in attracting the attention of the younger generation who are more accustomed to accessing information via digital platforms. This research aims to explore the use of digital content in the form of creative videos as an educational bridge to improve the experience of museum visitors. The method used in this research includes three main stages, namely pre-production, production and post-production. In the pre-production stage, in-depth research was carried out regarding the museum collection, drafting the script, and designing visual and narrative concepts. The production stage includes shooting using cinematography techniques such as cinematic shots and close-ups to capture details of the collection aesthetically and informatively. Meanwhile, the post-production stage involves video editing, color adjustments, adding voice-over, transition effects, background music, and supporting text to strengthen the visual and educational appeal of the resulting content. The research results show that the use of creative videos is able to provide a learning experience that is more interactive, interesting and easy to understand for the younger generation. Apart from that, the implementation of digital content also expands the educational reach of museums through online platforms, making museums more relevant in the digital era. Thus, this research concludes that the use of creative videos in museums not only improves the visitor experience, but also strengthens the role of museums as technology-based education centers. It is hoped that the success of this strategy can become a model for other museums in facing the challenges of digitalization and increasing public involvement in cultural heritage.

Keywords : Digital Content, Creative Videos, Museums, Education, Visitor Experience