

## ABSTRACT

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*CV.jo nusantara adventure is a company that operates in the fields of family gatherings, employee gatherings, outbound team building programs, capacity building, product launching, gala dinners and awards. Therefore, the technical role of creating video content for outbound activities is the main focus in this project. The primary goal of this video content is to produce engaging and innovative interactive experiences, as well as enhance collaboration, communication and active learning among participants. The basic theories used include visual communication theory, active learning theory. The method used is a modified waterfall method which includes collecting data about the preferences and needs of the target audience, designing production scenarios and pre-production of video content, as well as testing and evaluating the resulting content. The results of this project are expected to provide practical guidance for outbound video content creators to increase the effectiveness and experience of participants in outbound activities through the use of more interesting and informative video content.*

*Keywords: Jo Nusantara Adventure outbound activity video content*