

ABSTRACT

This final study, titled "Designing Educational Media for Elementary School Teachers: The Application of Cinematography and Educational Communication in the Production of Kemendikbudristek Videos," aims to deepen the understanding of elementary school teachers, particularly the alignment between educational objectives and assessment instruments. This is necessary because of the low quality of education in Indonesia. One indicator, a survey conducted by CEOWorld Magazine, which revealed that Indonesia ranks 70th out of 93 countries based on literacy and graduation rates, also the percentage of the population receiving formal education (Wilson, 2024). The video design process follows three production stages: pre-production, production, and post-production, implementing the theory of Educational Communication and the 5C of Cinematography (Cutting, Camera Angle, Continuity, Close-ups, and Composition) to create content that is engaging, understandable, yet effective. The effectiveness of message delivery in the video is ensured by considering aspects of effective educational communication: content, context, and clarity (Nofrion, 2018). This instructional video is accessible via the Merdeka Mengajar platform, designed for teachers across Indonesia to enhance their understanding and support their teaching activities. By incorporating cinematographic concepts and effective educational communication, the resulting video is expected to facilitate the implementation of the Merdeka Curriculum in the classroom.

Keywords: *Educational Communication, 5C Cinematography, Instructional Video, Merdeka Mengajar Platform, Merdeka Curriculum*