

ABSTRACT

College is the final place in education that provides opportunities to develop knowledge. However, some students do not use this opportunity to develop their potential, they only focus on their academic grades, this results in a lack of development of a creative mindset in themselves. It is very important for students to develop creative thinking patterns, because with this, students have broad insight, can see things from various points of view, and can solve problems using their own methods more effectively and innovatively. This is very important for a student to have, especially when they want to enter the industrial world. To overcome this, education is needed about the importance of a creative mindset. Video campaigns are an effective method in educating students about creative thinking patterns. Videos can convey information visually and verbally, and are easily distributed via the internet. The design of this video campaign, entitled "Titik Terang", contains education about developing creative thinking patterns for students by participating in creative placemaking activities. This video uses the concept of realism, by taking stories from problems experienced by students, with the aim of making students feel related to the story shown. It is hoped that this campaign video can encourage students to be active in activities that build creative thinking patterns, such as creating creative places and increasing students' awareness of the importance of creative thinking patterns, as well as becoming an example for other educational institutions in providing similar education.

Keywords: Students, Creative Mindset, Creative Placemaking, Video Campaign