



ABSTRACT

ANNISA NURMAULIA AL FAJRI. J3A117267. 2020. *The Production Process of Halal Education Video Eid Al-Adha Edition 1440 H in the Ministry of Religious Affairs of Republic Indonesia. Supervised by* BAYU SURIAATMAJA SUWANDA.

Based on public needs for accurate and fast information. An effective and efficient media for delivering information is needed. The Ministry of Religious Affairs of Republic Indonesia as government agencies, in order to conform the necessity of public information, has used one of the information media in the form of educational videos. The video is designed and produced creatively which main audience target is the millennial generation, so that people will be interested about the information which want to convey by The Ministry of Religious Affairs of Republic Indonesia. Video that has been completed in the editing process, will be uploaded via an official social media account. In the end, all levels of people can access it wherever and whenever they are. The information has conveyed all religious activities in Indonesia, relation between government and non-government institutions, and the ministers activities in various regions in Indonesia.

Keywords: information, media, video



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