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DEVELOPMENT OF MOTIVATIONAL VIDEO FOR MEDIA LITERACY FOR SENIOR HIGH SCHOOL STUDENT AS A DRUG FREE YOUTH MOVEMENT

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Abstract

The research aims to develop a work of video art in the form of motivational video that assembled in the study of media literacy for high-school students as one of the real effort in creating a drug-free teens movement. Motivational video as a form of communication that can be utilized in meeting the needs of adolescents will be media literacy. The high level of drug abuse by teenagers as well as the tendency of young people to selfie (self videography) and upload video themselves through new media is the background of this study. Variants of experimental visual styles subjective motivational video by presenting youth as a motivator. The method used in this study is the experimental method with exploring visual composition and a motivating force. The chosen approach is a model of cultural studies and active audience models. Video of experimental results published through the new media that can be uploaded and downloaded globally. Implementation of the process of creation and dissemination of motivational video is designed in the form of media literacy activities. The implementation of media literacy is offered as a model for Anti-Drug Education Extra curricular school. This media literacy learning model planned to cover 1) basic knowledge about drugs, prevention and mitigation, 2) public speaking, 3) style of dressing, 4) the manufacture of artistic property, 5) operation of the camera, and 6) procedure of uploading video through new media. One expedient solution associated with the negative impact of the new media is vying to fill it with content that is positive. This model can be used as an alternative example of positive activism which continues to be carried out independently by teenagers and is expected to inspire other teens to participate.

Keywords: Motivational Video, Media Literacy, Youth, Drugs

INTRODUCTION

The success of video distribution and display 165 Ways ESQ and The Golden Ways on the screen shows an interesting phenomenon. Video motivation refers to the audio-visual recording that displays a message in the form of motivation for exercise of positive action and abandonment of negative action. The core of a person's motivation is intended to encourage positive behavior and live well. But there is no special series of videos that discuss their motivation solicitation stay away from drugs. Basically, everyone has the potential ability to motivate and present in an audio-visual recordings. So that everyone has the potential to be a motivator. This is supported

by public ownership of electronic recording equipment, especially teenagers. Nature or desire narcissistic admiration toward oneself high in adolescents requires the distribution of positive activities. This idea inspired the development of a planned utilization of the phenomenon of serial works of video Harlem Shake. Video creation motivated by some teenagers are expected to ignite many other teens to create something similar in the various versions. New media become part of everyday adolescent as if it were the real world. The behavior of media can bring the audience to the positive and negative impacts. Negative spotlight on related new media content presented often not been followed by an offer solutions. The new media has