



TABLE OF CONTENT

GRADUATING PAPER TITLE SHEET	
LEMBAR PENGESAHAN	ii
STATEMENT OF ORIGINALITY	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
INTISARI	vi
TABLE OF CONTENTS	vii
LIST OF IMAGES	viii
CHAPTER 1 INTRODUCTION	
1.1 Background of Study	1
1.2 Objective.....	4
1.3 Scopes.....	4
1.4 Research Methods	4
1.5 Presentation	7
CHAPTER 2 THE PROFILE OF VOLUNTEERS IN ASIA INDONESIA	
2.1 The Establishment of VIA Indonesia.....	8
2.2 Logo And The Meaning.....	9
2.3 Vision and Mission of VIA Indonesia	10
2.4 The Organizational Structure of VIA Indonesia	12
2.5 Programs of VIA Indonesia	13
2.5.1 Long-Term Programs.....	13
2.5.2 Short-Term Programs	13
2.6 Local Partners.....	19
CHAPTER 3 THE MAKING AND EDITING PROCESS OF VIDEO ADVERTISEMENT OF VIA INDONESIA	
3.1 The Assignment	21
3.2 Background of Research.....	22
3.3 Strategy Development.....	23
3.3.1 Target Audiences	24
3.3.2 Specified Effect.....	24
3.3.2 Media Selections.....	25
3.4 The Creative Concept.....	26
3.5 Doing The Ad.....	27
3.6 The Production	30
3.6.1 Filming	30
3.6.2 Selecting Videos	34



3.6.3 Editing And Scene Selections	43
3.6.3.1 Choosing The Background Song	44
3.6.3.2 Scene 1	44
3.6.3.3 Scene 2	48
3.6.3.4 Scene 3	52
3.6.3.5 Scene 4	54
3.6.3.6 Scene 5	56
3.6.3.7 Scene 6	59
3.6.3.8 Scene 7	61
3.6.3.9 Scene 8	62
3.6.3.10 Scene 9	64
3.6.3.11 Scene 10	65
3.6.3.12 Scene 11	66
3.6.3.13 Scene 12	68
3.6.3.14 Scene 13	69
3.6.3.15 Scene 14	70
3.6.3.16 Scene 15	72
3.6.3.17 Scene 16	73
3.6.3.18 Scene 17	74
3.6.3.19 Scene 18	75
3.6.3.20 Scene 19	76
3.6.3.21 Scene 20	78
3.6.3.22 Scene 21	79
3.6.3.23 Rendering	80
3.6.3.24 Summary	82
CHAPTER 4 CONCLUSION	84
WORK CITED	86
LIST OF APPENDICES	87
APPENDIX 1 – List of Informants	
APPENDIX 2 – List of Questions for International Students	
APPENDIX 3 – Curriculum Vitae (CV)	
APPENDIX 4 - Logbooks	