

# **ABSTRAK**

## **EFEKTIVITAS VIDEOTRON SEBAGAI MEDIA HUMAS KEMENTERIAN PERTANIAN**

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Videotron is a media that is currently widely used by government and private companies in providing information to the general public. The Ministry of Agriculture as one of the state institutions engaged in agriculture and animal husbandry that uses videotron as their public relations media in spreading the information they have. This study looks at how to support videotron as a Ministry of Agriculture public relations media for SMKN 57 students relating to the Ministry of Agriculture videotron regarding food self-sufficiency which is the goal the Ministry of Agriculture wishes to achieve in 2045.

This study uses a quantitative descriptive method that discusses the things that will be discussed. The population in this study were students of SMKN 57 who saw videotrons of the Ministry of Defense as many as 1,277 students. Meanwhile the sampling technique used is Probability Sampling with the technique taken is Purposive Sampling, where respondents are determined by the formula Yamane, then the number of respondents was 93 respondents.

This study states that videotron is effectively used as a public relations media for the Ministry of Agriculture in disseminating information. Seeing from the reach that can be reached by videotron without coercion. The colors and images contained in the attractive attraction for respondents who see. Besides that, the contents of the shows contain information about farmer insurance, processing of dry land and swamps as well as targeting Indonesia to become the world's food barn of 2045 packed with easy to understand language. Then the knowledge of the students increased after watching the videotron of the Ministry of Agriculture.

Keywords: Videotron, Media Effectiveness, Communication, Public Relations