

ABSTRACT

JUDUL TUGAS AKHIR DALAM BAHASA INGGRIS

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A community is an entity formed by individuals who belong to each other, are bound together, and believe that the members' needs can be met through shared commitment. The functions of communities are very varied, they can provide social support, a place to exchange information, and be a forum for collaboration to achieve common goals. Communities can be physical or virtual, depending on the connections of their members without being limited by geographic location. The skateboarding community has become an interesting phenomenon in South Tangerang, with one example being the Iceworks community which was founded in 2016. They explore the BSD area to skateboard, become a place of learning for young skaters, and hold various events, including commemorating World Skate Day. Even though this community is developing, there are still obstacles regarding relationships and skateboarding facilities in South Tangerang. This research aims to create a promotional video to broaden the interest of young skaters in joining the Iceworks community. It is hoped that this video can provide a wider learning platform and relationship regarding the world of skateboarding, overcome the problem of lack of facilities and relationships in South Tangerang, and increase awareness of the importance of City Government support in developing the skateboarding community.

Key words: *Community, Skateboard, Promotional Video*

References :

Publication Years :