

## **ABSTRACT**

### ***Visual Content Design of Entrepreneurship Insight Learning Video for UPJ Students***

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*This research discusses the approach of using infographics in learning videos to improve the understanding of Pembangunan Jaya University students. It refers to the effort to improve students' comprehension level by presenting visual elements designed in basic entrepreneurship learning materials, enabling students to better understand the concepts taught through video media. The proposed solution involves the application of visuals with in-depth, curriculum-relevant infographics, which are able to visualize complex concepts in a way that is more easily understood by students. The use of a variety of engaging visual styles, such as animations, graphic bullet points or engaging visual narratives, was also considered an effective strategy in capturing students' attention. This research also highlights the importance of evaluating the effectiveness of infographics in learning videos. Through in-depth analysis of student responses, and adaptation to video learning methods, this solution can be dynamically developed to improve its effectiveness over time.*

**Key words:** Video Learning, Infographic, Basic Entrepreneurship

**References :**

**Publication Years :**