



ANALYSIS OF AUDIO VISUAL MEDIA MESSAGE DESIGN IN HUMANIZING HUMANITY COMMUNITY SERVICE ADVERTISEMENT VIDEO

Amiirah Aniisah^{1*}, Punaji Setyosari², Citra Kurniawan³

^{1 2 3}Teknologi Pembelajaran, Universitas Negeri Malang, Kota Malang, Jawa Timur, Indonesia

*Email corresponding author: amiirah.aniisah.2501218@students.um.ac.id

Article Info	Abstract
Article history: Received 17-02-2026 Revised 24-02-2026 Accepted 13-02-2026 Published 28-03-2026 How to cite: Aniisah, A., Setyosari, P., & Kurniawan, C. (2026). Analysis of Audio Visual Media Message Design in Humanizing Humanity Community Service Advertisement Video. <i>Journal of Facilitating Learning and Improving Performance</i>, 1(1), 48–55. © The Author(s)  This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License	The purpose of this study is to analyze the design of audio-visual media messages in Humanizing Humanity community service advertising videos. The method used is qualitative, with content analysis through observation and documentation of audio-visual elements. The results of the study show that emotional music and voice over play a role in building an atmosphere of empathy and strengthening humanitarian messages. Visual elements such as low colors, dark lighting, and close-up and medium shot techniques help clarify the characters' emotional expressions. Synchronization between audio and visuals amplifies the delivery of social messages more effectively. In conclusion, the design of the audio-visual message in the Humanizing Humanity video is able to increase the audience's attention, emotions, and understanding of the humanitarian message conveyed. Keywords: <i>Message Design; Audio Video; Public Service Advertisement.</i>

INTRODUCTION

The development of digital technology has changed the way people communicate and transmit information. Currently, people use a lot of audio-visual media in the form of digital videos that can be found on various social media platforms. Audio-visual media has the ability to convey a message through a combination of visual and sound elements simultaneously, which makes the message more engaging and communicative for the audience. Additionally, the use of video can increase audience engagement because it conveys information through visual and auditory elements simultaneously (Brame, 2016).

In audio and video media, message design is essential for effective message delivery. It deals with how audio and visual elements are arranged so that the audience can understand the message well, such as music, voice over, visuals, character expression, lighting, color, and audio-visual synchronization. These elements can create an emotional atmosphere and clarify the meaning of the message being conveyed. According to the cognitive theory of multimedia learning, humans process information through visual and auditory channels simultaneously. Therefore, the integration of audio and visual elements in video media can improve the audience's memory, attitude, and response to media messages (Mayer, 2024). Other research has also found that the combined effect of audio and visual elements in video media can have an impact on how audiences understand media messages (Jung & Jeong, 2024).

Public service advertisements (ILM) often use audio-visual media to convey social messages to the public with the aim of increasing public awareness and concern for certain issues. ILM creation typically uses a persuasive and emotional approach to grab the audience's attention and make them feel empathetic with the message being conveyed. Public service ads may have visual elements that can influence the audience's emotional response and improve the delivery of social messages (To, 2024). In addition, the quality of sound and music in video media can also increase the emotional involvement of the audience to the message conveyed (Barnes, 2024).

The Humanizing Humanity community service advertising video raises the theme of humanity and social care using an emotional audio-visual approach. The video features a variety of social activities and interactions between people, as well as shots that support the story. In addition, it uses visual and audio synchronization to reinforce the humanitarian message conveyed to the audience.

A lot of research on audio-visual media has been done, especially on how effective video media and persuasive communication are. Research shows that visual and multimodal elements in public service advertising can use visual and emotional metaphors to enhance the meaning of social messages (Feng & Wu, 2022). However, there has been no research that specifically addresses the design of audio-visual media messages in Humanizing Humanity community service advertising videos. Therefore, this study is important to know how audio and visual elements affect the audience's attention, emotions, and understanding of the humanitarian message being conveyed. Therefore, this study aims to analyze the design of audio visual media messages in Humanizing Humanity community service advertising videos.

METHODS

This research uses a qualitative approach with the type of content analysis research, because the focus of the research is to understand the meaning of the messages contained in audio-visual media. The purpose of qualitative research is to understand social phenomena by interpreting observed data (Creswell & Creswell, 2018). According to Krippendorff (2018) Content analysis is used systematically to find and interpret communication messages. Therefore, this study analyzes the design of audio-visual media messages in the Humanizing Humanity community service advertising video.

Humanizing Humanity public service ads uploaded through the YouTube platform as the object of research were used in this study. This video was chosen because it uses an emotional audio-visual approach to raise the theme of social and humanitarian concern. This research focuses on the elements included in the design of audio-visual media messages, such as music, voice over, visuals, character expression, and audio-visual synchronization. The purpose of the analysis of these elements is to find out how they affect the audience's attention, emotions, and understanding of the message conveyed in the video.

During the data collection process, this study used a documented and observed approach. The researcher made observations by watching repeated videos to understand the content of the message, the storyline, and the audio and visual elements that appeared in each scene. Next, the researcher did documentation by noting important elements in the video related to the design of the audio-visual media message. The recorded data includes music, dialogue, visuals, character expressions, colors, lighting, shooting, and synchronization between audio and visual elements.

This study uses analysis guidelines as a research instrument. The analysis guidelines are based on the theory of audio visual media message design (Mayer, 2024). The analysis guidelines include audio elements, such as music and voice over, as well as visual elements, such as colors, character expressions, shooting, and audio-visual synchronization. The researchers used these guidelines to identify audio rather than visual elements in this study.

The data analysis techniques used include data presentation, conclusion drawn, and data reduction (Miles et al., 2014). By selecting and grouping data according to the focus of the research, the researcher reduces the data. Furthermore, the researcher presented the data in the form of a description of the results of the analysis of the audio and visual elements found in the video. In the final stage, the researcher made conclusions based on the results of the interpretation of the audio visual media message design found in the Humanizing Humanity service advertising video.

RESULTS

The Use of Audio Elements in Videos

To create an emotional atmosphere, Humanizing Humanity's public service advertising video uses background music and voice over. In some important scenes, music with a slow tempo and melancholy nuances appears. This use of music helps the audience understand the humanitarian message conveyed in the video.

In addition to music, the video also uses voice over with a soft tone and a calm speech tempo. Voice over is used to clarify social messages and reinforce the visual meaning displayed in each scene. The synchronization between music and voice over creates a stronger emotional atmosphere. An example of a scene can be seen in the following figure 1.



Figure 1. Scenes when narration and voice over start to appear

The image above shows the use of voice over with soft tones used to clarify the message of humanity in the video. Emotional music supports voice over, making the mood of the video more touching.

Use of Visual Elements in Videos

To improve the delivery of social messages, the Humanizing Humanity video uses visual elements such as color, lighting, shooting, and character expressions. In some scenes, the video uses dim colors and dark lighting to create an emotional atmosphere, which gives a dramatic and sad impression of the social conditions shown.

In addition, the video uses close-up shooting techniques and medium shot shooting to clarify the character's expression more clearly, which helps the audience understand the character's emotions. In addition, the humanitarian message that is to be conveyed is strengthened by the facial expressions of the characters that show sadness, concern, and empathy. An example of a scene can be seen in figures 2, 3, and 4 below.



Figure 2. Close-up scenes of character expressions

The image above shows the close-up technique used on the character's expressions to show emotions more clearly. The use of low lighting and the camera's focus on the character's face helps the audience understand the humanitarian message being conveyed.



Figure 3. Scenes of social interaction between characters

The image above depicts social interaction between characters that illustrates the value of caring and social solidarity. The characters' expressions and visual composition of the video help reinforce the message of humanity.



Figure 4. A scene with dim lighting and a dramatic atmosphere

The image above shows the use of low lighting and the dominance of dark colors to create an emotional atmosphere in the video. The use of these visual elements helps to enhance the sad and emotional effect of the scene.

Audio and Visual Sync

Each scene in the Humanizing Humanity video shows the synchronization between audio and visual elements. By combining emotional music with social scenes and the emotional expressions of the characters, the message of humanity becomes stronger. The important parts also have voice over to support the displayed visuals. Audiences

become more emotional and communicative when viewing video messages due to syncing. An example of a scene can be seen in figures 5 and 6 below.



Figure 5. Emotional climax scene

The image above shows how emotional music, character expressions, and shooting correlate to create an emotional atmosphere. This combination of audio and visual elements helps convey a message of a human nature to the audience.

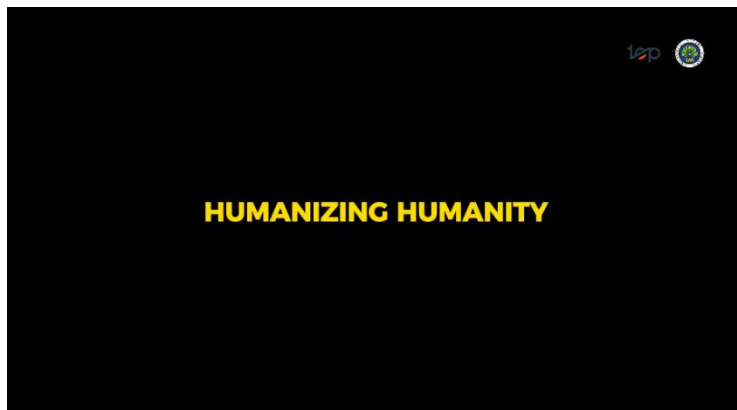


Figure 6. Scene ending or video ending slogan

The image above shows the main slogan or message at the end of the video, which is used to emphasize the meaning of humanity that you want to convey to the audience. The use of visuals and text at the end helps reinforce the social message in the video.

DISCUSSION

The Use of Music and Voice Over in Building Audience Emotions

The results show that emotional background music plays an important role in creating an atmosphere of sadness, emotion, and empathy in videos. Slow-paced music helps amplify the emotions in each scene, so the audience can feel the atmosphere shown in the video. In addition, the use of voice over with a soft tone and a calm tempo helps clarify the social message that is being conveyed.

These results are in line with research Barnes (2024), which states that the quality of sound and music in video media can increase the audience's emotional engagement with the message being conveyed. The emotional mood of the audience can also be

influenced by the quality of the music and sound, and the audience can gain a deeper understanding of the meaning of the message.

In the Humanizing Humanity video, the music synchronization and voice over make the atmosphere more touching. The use of these audio elements helps to build an emotional closeness between the audience and the audience, so that the message of humanity can be better conveyed.

The Use of Visual Elements in Reinforcing Humanitarian Messages

The results show that the shooting, color, lighting, and expression of characters are used in videos to enhance social messages. The use of muted colors and dark lighting in some scenes helps to create an emotional atmosphere that supports the story. The close-up technique also helps the audience see the character's expression more clearly, which helps convey the character's emotions well.

These results are in line with research To (2024) which states that visual elements in public service ads can affect the emotional response of audiences and increase the effectiveness of social message delivery. The right use of visuals is able to grab the audience's attention and help the audience understand the content of the message more deeply.

The character's expressions that show concern, sadness, and empathy are the dominant visual elements in the Humanizing Humanity video. The use of shooting techniques that focus on the characters' expressions helps enhance the humanitarian message that is to be conveyed to the audience.

Audio and Visual Synchronization in Message Delivery

The results showed that the Humanizing Humanity video used audio and visual elements consistently in every scene. By combining emotional music with social scenes and the emotional expressions of the characters, the message of humanity becomes stronger. The important parts also have voice over to support the displayed visuals.

The results are in accordance with Mayer (2024), which states that humans process information through visual and auditory channels simultaneously. Because these two components complement each other in the process of delivering information, the integration of visual and audio elements can help the audience understand the message better.

The synchronization between music, visuals, and voice over in the Humanizing Humanity video helps create a consistent emotional atmosphere in every scene. The combination of these elements makes the humanitarian message in the video more communicative and easy for the audience to understand.

The Meaning of Message Design in a Public Service Advertisement Video

The results show that the use of appropriate audio and visual elements in public service advertising videos plays an important role in the successful delivery of social messages. The proper use of audio and visual elements helps build the audience's attention, emotions, and empathy for the humanitarian issues shown in the video.

In the Humanizing Humanity video, emotional music, character expressions, and audio-visual synchronization can effectively amplify the message of humanity. Therefore, audio-visual media creators must pay attention to the use of message design

so that social messages can be received communicatively and persuasively by the audience.

CONCLUSION

This study shows that Humanizing Humanity's public service advertising video uses audio-visual media message design to convey a message of humanity to the audience using a combination of visual and audio elements. The use of elements such as music, voice over, lighting, shooting, and character expressions can enhance the emotional atmosphere and draw the audience's attention to the social message being conveyed. Since this study only analyzed one video and did not look at the audience's response directly, the next study is expected to study more public service advertising videos as well as examine how audiences perceive the design of effective audio-visual media messages.

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