

## **ABSTRACT**

*The use of information technology as a socialization medium still uses conventional methods and does not combine elements of modern technology. Besides, the mitigation measures implemented in Jambi City to reduce and slow the spread of the Covid-19 virus make it challenging to conduct an online introduction to the library environment by the UPT Perpustakaan Universitas Jambi. With this problem, there needs to be a solution to introduce the procedures for using the UPT Perpustakaan Universitas Jambi service to be done online according to only the information that users want to know and can be done personally without being affected by distance and time. The solution is presented by creating interactive branching videos that introduce the procedures for using the UPT Perpustakaan Universitas Jambi services. The development of interactive branching video in this final project refers to the 4D method developed by S. Thiagarajan, D.S. Semmel, and M.I. Semmel. This 4D method consists of four main stages, namely define, design, develop and disseminate. The duration of work required in the development of interactive branching videos is 6 months. In product testing, alpha and beta testing are carried out. The results of the alpha testing conducted using the black box method to test the functionality of the interactive branching video without looking at the programming code showed that respondents could use the interactive branching video functionally, and there were no processing errors. Besides, the writer carried out the beta test results by distributing questionnaires to find out user responses. The respondents strongly agree that the interactive branching video created in this final project helps the UPT Perpustakaan Universitas Jambi users. The percentage of Likert scale calculations for each aspect of the questions are 83.08%, 86.15%, 84, 62%, 86.15%, 84.62%, 86.15%, 83.08%, 86.15%, 89.23%, and 89.23%.*

*Keywords: interactive branching video, user orientation, library socialization*