

ABSTRACT

Pariaman city, as one of the regions continuously striving to improve the performance of civil servants (ASN), is strongly committed to adopting information technology to achieve an effective, efficient, and informative government, so it's made education video of E-Kinerja Kota Pariaman website. To ensure civil servants (ASN) understands and utilizes the information system that consolidates all their functional and duties, which has been provided by Pariaman City Communication and Information Office (Diskominfo) by using ADDIE method. This method includes several stages: analyzing video requirements, designing the video editing and 3D Character of vtuber concept, implementing or producing the video, testing in terms of both quality and message clarity. Finally, the video is evaluation and performance analysis and final.

Keywords: (ADDIE Method, education video, effective, video editing, 3D character)