



Assistance in Digital Technology Based Audio Visual Media Production for the Preservation and Promotion of Rumah Gadang Salo Payakumbuh

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Abstract

Rumah Gadang Salo Payakumbuh is one of the Minangkabau cultural heritage sites with significant historical, philosophical, and architectural values. However, the utilization of digital media as a means of cultural documentation, education, and promotion remains limited, resulting in insufficient dissemination of its cultural values to the wider community. This community service program aimed to assist local partners in producing audiovisual media based on digital technology as an effort to preserve and promote Rumah Gadang Salo Payakumbuh. The implementation methods included field observation, partner needs assessment, creative concept development, audiovisual production training, video shooting assistance, video editing, and joint evaluation with the partners. The program integrated the expertise of the Visual Communication Design discipline in visual communication planning, cinematography, and video editing with the Computer Science discipline in multimedia technology and digital media utilization to produce informative, engaging, and accessible digital content. The primary output of this program was a cultural documentary video that serves as a medium for education, cultural tourism promotion, and digital documentation of local cultural heritage. The results indicate that the partners improved their knowledge and technical skills in audiovisual media production while obtaining a promotional medium capable of expanding public access to information about Rumah Gadang Salo through various digital platforms. This community service activity is expected to support technology-based cultural preservation, enhance community participation in safeguarding cultural heritage, and strengthen the sustainable promotion of cultural tourism destinations in Payakumbuh City.

Keywords: Audiovisual Media, Visual Communication Design, Digital Technology, Rumah Gadang Salo, Cultural Preservation.

INTRODUCTION

Indonesia is a country with a rich cultural diversity, encompassing traditions, artifacts, architecture, and social practices. This cultural diversity not only serves as a regional identity but also as a source of knowledge representing historical values, philosophy, aesthetics, and local wisdom passed down through generations. However, the development of globalization and changes in people's information consumption patterns due to the development of digital technology present unique challenges in maintaining the sustainability of local culture. Today's younger generation tends to obtain information through digital media based on visuals, audiovisuals, and interactives, requiring a transformation of cultural preservation strategies from conventional documentation to more adaptive digital approaches (Sukmayadi, 2021; Pratama & Hidayat, 2022).

Digital transformation in cultural preservation is a strategic approach to safeguarding cultural heritage while expanding public access to cultural information. Cultural digitization serves not only as a data storage process but also as a medium for cultural interpretation, education, and communication to the wider community. The use of digital technology allows

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local cultural values to be packaged in more engaging forms through various media, such as digital photography, documentary videos, animation, virtual exhibitions, and internet-based platforms (Setiawan & Kurniawan, 2021). According to Prabowo and Nugroho (2023), the use of digital media in cultural preservation can increase public engagement because cultural information can be conveyed through a visual approach that suits the characteristics of today's digital media users.

One of Indonesia's cultural heritages with high historical, philosophical, and aesthetic value is the Rumah Gadang, a traditional architectural identity of the Minangkabau people. Rumah Gadang not only functions as a residential building, but also represents the social system, kinship relations, customary values, and philosophy of life of the Minangkabau people. Visual elements in Rumah Gadang, such as the gonjong shape, traditional carvings, spatial structure, and other decorative elements have symbolic meanings related to the relationship between humans, nature, and the cultural values of the local community (Hasanuddin, 2020). Therefore, the existence of Rumah Gadang deserves attention through cultural documentation and communication strategies that can maintain these values with the times.

One cultural object that has the potential to be developed as a medium for cultural education and promotion is the Rumah Gadang Salo Payakumbuh. Rumah Gadang Salo is a representation of traditional Minangkabau architecture, possessing strong visual character and cultural values. Its existence has the potential to be developed as a source of cultural information as well as a tourist attraction based on local wisdom. However, based on initial observations of partner conditions, the delivery of information about Rumah Gadang Salo is still dominated by documentation in the form of photographs and simple textual narratives. These media are not yet able to provide a comprehensive visual experience to the public regarding the history, architectural form, philosophy of the building, and cultural values contained within.

The limitations of documentation media are a major problem that requires solutions through creative and technological approaches. Cultural documentation based solely on text and static images is limited in building emotional experiences and in-depth understanding of cultural objects. In visual communication, conveying cultural messages requires visual strategies that combine information, aesthetics, and audience experience to make the message more effective (Sachari, 2020). Therefore, communication media are needed that can represent cultural objects more comprehensively through a combination of visual elements, audio, narrative, and digital technology.

Audiovisual media is a relevant approach to documenting and promoting cultural heritage because it can simultaneously integrate elements of moving images, sound, text, and narrative. Video media has the ability to present a more concrete experience than static media because audiences can see visual details while simultaneously understanding history and culture through the narrative (Nurrita, 2018). Furthermore, the digital storytelling approach through audiovisual media has been widely used in cultural preservation because it can build an emotional connection between cultural objects and audiences and enhance understanding of the cultural values being communicated (Rizvic et al., 2020).

In community service activities, audiovisual media development is not only directed at producing digital products but also requires capacity building for the community as partners. An empowerment approach through training and mentoring in digital content production enables communities to understand the creative process, from concept development and image capture to media processing and digital publication. Several technology-based community service activities have demonstrated that the process of knowledge transfer through mentoring



can improve communities' ability to utilize digital technology as a communication and promotional medium (Rahman et al., 2022; Sari & Putra, 2023).

This community service activity utilizes a multidisciplinary collaborative approach between the fields of Visual Communication Design (DKV) and Computer Science. From a DKV perspective, the audiovisual media design process requires a visual communication strategy that encompasses creative concept development, storytelling, storyboarding, cinematography, graphic design, and visual editing. DKV plays a crucial role in translating abstract cultural values into communicative and easily understood visual messages (Arifianto, 2022). Meanwhile, Computer Science provides support in multimedia technology, digital data processing, media quality optimization, digital archive management, and content distribution strategies through digital platforms. The integration of these two disciplines enables the creation of cultural media that not only boasts high visual quality but also demonstrates sustainability in its use of technology.

Based on these problems and potentials, this community service activity aims to provide assistance in the production of digital technology-based audio-visual media as an effort to preserve and promote Rumah Gadang Salo Payakumbuh. This activity is expected to produce informative, educational, and interesting cultural documentation media while also improving the partners' ability to utilize digital technology for cultural communication. Through collaboration between Visual Communication Design and Computer Science, this activity is an implementation of the Tri Dharma of Higher Education in applying science and technology to support the preservation of local cultural heritage and the development of digital-based cultural tourism potential in a sustainable manner.

METHOD

This community service activity uses a participatory empowerment approach through digital technology-based audiovisual media production assistance. This participatory approach was chosen because the community is not only a beneficiary but also a subject involved in the process of identifying problems, developing solutions, and utilizing the results of the activity. This approach aligns with the concept of Participatory Action Research, which positions the community as an active partner in the process of change through collaboration, reflection, and collective action (Kemmis & McTaggart, 2005).

In technology-based community service activities, the success of the program is not only measured by the products produced, but also by increasing the community's capacity to understand and utilize technology independently. The transfer of knowledge and technology through training and mentoring is a crucial strategy to ensure the results of the activities can have a sustainable impact on the community (Mardikanto & Soebiato, 2017). Therefore, this activity is designed not only to produce audio-visual media for Rumah Gadang Salo Payakumbuh, but also to provide basic skills to partners in the process of producing and managing digital media.

The activities are implemented through multidisciplinary collaboration between the fields of Visual Communication Design (DKV) and Computer Science. Cross-disciplinary collaboration is necessary because the development of digital cultural media requires a combination of visual communication skills, design creativity, and mastery of multimedia technology. From a visual communication design perspective, the process of conveying cultural messages requires visual strategies that consider aesthetic aspects, communication functions, audience character, and culture (Sachari, 2007). Meanwhile, the field of Computer Science

supports aspects of multimedia processing, digital technology, data management, and content distribution based on digital platforms.

The stages of implementing this community service activity consist of five main stages, namely: (1) identifying partner needs, (2) designing media concepts, (3) training and mentoring in audio-visual production, (4) implementation and publication of digital media, and (5) evaluation of activities.



Figure 1.Flowchart of PKM implementation method

1. Identification Stage of Partner Needs and Potential

The initial stage of the activity was carried out through field observations, interviews, and discussions with the management partners of Rumah Gadang Salo Payakumbuh. This stage aims to understand the existing condition of the cultural object, documentation needs, potential development of promotional media, and obstacles faced by partners in introducing Rumah Gadang Salo to the public. Observation and interview methods were used to obtain information regarding historical aspects, cultural values, visual characteristics of the building, and community stories related to Rumah Gadang Salo. The needs identification approach is an important part of the community service activities because the solutions provided must be based on real problems faced by partners (Suharto, 2005). The identification results are used as a basis for determining the media communication concept, including: historical information about Rumah Gadang Salo, the philosophical values of Minangkabau architecture, visual elements of the building, ornaments and aesthetic characteristics, cultural narratives to be communicated, and the need for digital promotional media.

2. Audio Visual Media Concept Planning Stage

The second stage is the creative concept design process for audiovisual media. At this stage, the implementation team and partners develop a visual communication concept that forms the basis for producing a cultural documentation video. The design process includes: developing ideas and story concepts (story concept), developing a narrative flow (storyline), creating a storyboard, designing a visual style, planning shooting techniques, and determining production requirements. The design approach utilizes the principles of design thinking, a



creative process that begins with understanding user needs, identifying problems, generating ideas, creating prototypes, and evaluating the developed solutions (Brown, 2009). This approach is suitable for cultural media design because it allows the design process to consider the needs of the community as both users and owners of cultural values.

3. Audio Visual Media Production Training and Mentoring Stage

The main stages of the activity are carried out through training and mentoring in audiovisual media production for partners. The implementation method uses a combination of material delivery, demonstrations, direct practice, and mentoring during the production process. The training materials include: Pre-production stage, which is the stage of basic video production concepts, script and storyboard preparation, techniques for determining visual objects, and shooting planning. The production stage is carried out through direct practice including basic videography techniques, shooting the architecture of Rumah Gadang, documenting cultural activities, sound recording and interview techniques. And the Post-Production stage is the selection and processing of footage, video editing, audio processing, adding graphic elements, finalization, and media rendering. The direct practice-based training method (learning by doing) was chosen because it is able to improve the technical skills of participants through real experience in completing a product (Kolb, 1984).

4. Digital Media Implementation and Publication Stage

The audiovisual media that had been produced was then finalized through an evaluation of content, visual quality, and cultural message suitability. The final product, a video documentation of the Rumah Gadang Salo Payakumbuh, was then used as a medium for cultural education and promotion. The media was distributed through digital platforms so that information about the Rumah Gadang Salo could reach a wider audience. The use of digital media in cultural promotion is an effective strategy because it can expand access to information and increase audience engagement with local cultural products (Kurniawan & Wahyudi, 2021).

5. Partner Participation

Partners play an active role in the entire series of activities, from providing cultural information, providing access to documentation locations, involvement in the production process, to utilizing the resulting media. Active partner involvement is a crucial factor in the program's success because the sustainability of activities depends heavily on the community's ability to independently adopt and utilize the results of the activities. Through this implementation method, this community service activity is expected to produce digital technology-based audio-visual media that functions as documentation, education, and promotion of Rumah Gadang Salo Payakumbuh culture while increasing the community's capacity to utilize digital technology for local cultural preservation.

RESULTS AND DISCUSSION

1. Activity Achievement Analysis Model

The analysis of the results of the community service activities was conducted using a change-based evaluation approach that examines the condition of partners before the activity, the mentoring process, and achievements after the program is implemented. This analysis model is used to measure the effectiveness of the activities in terms of increasing partner capacity, the quality of media output, and the impact of digital technology utilization in supporting the preservation and promotion of Rumah Gadang Salo Payakumbuh. In general, activity achievement indicators are divided into five main aspects, namely:

- a. Initial conditions of partners.
- b. The process of assisting in the production of audio-visual media.



- c. Audio visual media production results.
- d. Partner competency improvement.
- e. Impact on the promotion of Rumah Gadang Salo culture.

Table 1. The activity achievement analysis model can be described

Analysis Stages	Initial Conditions	Activity Intervention	Achievements/Results
Cultural documentation	Documentation still consists of photos and simple textual information.	Documentary video production assistance	Audio visual media available for Rumah Gadang Salo
Media production capabilities	Partners do not have any video production experience yet	Videography, editing, and digital publication training	Partners understand the basic processes of digital content production
Cultural promotion strategies	Cultural information has not yet optimally reached the wider community	Social media-based digital content development	Increased access to cultural information
Digital asset management	Do not have a structured digital media archive yet	Multimedia file management assistance	Availability of digital cultural documentation archives

2. Initial Conditions of Partners

Based on initial observations and discussions with the management partners of Rumah Gadang Salo Payakumbuh, it was discovered that its cultural potential is not fully supported by adequate digital communication media. Documentation of Rumah Gadang Salo is still dominated by static media in the form of photos and written information, which is distributed in limited quantities. This condition results in several important aspects of Rumah Gadang Salo being unable to be communicated optimally, especially: the historical and philosophical value of the building, traditional architectural details, the meaning of ornaments and carvings, the function of space in Minangkabau culture, and community stories related to Rumah Gadang. Available documentation media are unable to provide an immersive visual experience to the public because they do not combine elements of moving visuals, narrative, and sound. However, audiovisual media has a better ability to convey complex information because it combines visual and auditory aspects simultaneously (Mayer, 2021). In addition to media limitations, the identification results also indicate that partners lack the technical skills to produce digital content, such as video concept planning, shooting techniques, audio processing, editing processes, and digital media publication.

3. Audio Visual Media Production Assistance Process

The mentoring phase is carried out through a collaborative approach between the community service team from the Visual Communication Design and Computer Science fields and community partners. The mentoring process involves three main stages:

a. Pre-Production Stage

At this stage, a visual communication concept is developed, taking into account the cultural characteristics of the Rumah Gadang Salo. Activities include:

1) Identify cultural information.

The cultural information identification stage was conducted through direct observation and visual documentation of the Rumah Gadang Salo Payakumbuh as the main object of the activity. This process aims to obtain visual data and historical information that serve as the basis for designing audio-visual media. The documentation carried out includes the architectural appearance of the Rumah Gadang, the visual character of the building, the collection of cultural objects, and the archive of historical photographs stored inside. These visual elements provide information regarding the aesthetic value, social function, and the historical journey of the Rumah Gadang Salo as part of the Minangkabau cultural heritage. The identification results

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indicate that the Rumah Gadang Salo has strong cultural information potential to be developed into an audio-visual medium. Documentation of the building, cultural collections, and historical photographs were then used as material for compiling the story concept (storyline) and visual design so that the resulting media not only displays the physical aspects of the building, but is also able to convey the historical values, philosophy, and cultural identity contained within.



Figure 2.Identify cultural information

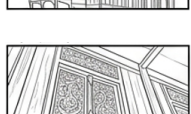
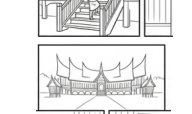
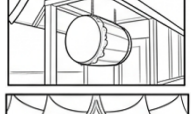
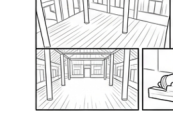
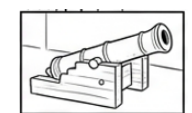
2) Story concept development

The story concept development stage was conducted based on the results of the identification of cultural information about the Rumah Gadang Salo Payakumbuh obtained in the previous stage. In this process, the community service team developed a narrative flow that could describe the historical journey, architectural character, philosophical values, and the existence of cultural collections contained within the Rumah Gadang. The story concept was designed using a visual storytelling approach so that cultural information could be conveyed more communicatively through a combination of images, narratives, and audio elements. The development of this storyline became the basis for the audiovisual media production process so that the resulting video not only functions as documentation, but also as an educational and cultural promotion medium that can strengthen public understanding of the value of Minangkabau cultural heritage.

3) Storyboarding

The storyboarding stage serves as a visual guide in the production process of the Rumah Gadang Salo Payakumbuh audiovisual media. The storyboard is compiled based on the story concept that has been designed by arranging the sequence of scenes, visual composition, shooting angles, narration, and other supporting elements so that the flow of information can be conveyed systematically. Through the storyboard, each part of the video is planned starting from the introduction of objects, the appearance of the Rumah Gadang architecture, documentation of cultural collections, presentation of historical photos, to conveying the message of cultural preservation. This stage helps the implementation team in maintaining consistency between the objectives of visual communication and the final results of the audiovisual media produced, so that cultural information can be packaged effectively, attractively, and easily understood by the audience.

Table 2. Storyboard

N o	Main Sketch / Reference	Visual Description & Shot VariationsDuration	N o	Main Sketch / Reference	Visual Description & Shot Variations Duration
1		<i>Close-up</i> Bundo Kandung's eyeballs reflect the silhouettes/shadows of past stories. 3 Seconds	14		Action tracking shot shows children running happily towards a clog game in the yard. 4 Seconds
2		<i>Wide shot</i> front of Rumah Gadang Salo with animated title text (<i>motion</i>) "Salo's House".6 Seconds	15		A low-angle shot captures the children's feet as they walk in unison, wearing long clogs on the ground. 3 seconds
3		<i>Low angle / Medium shot</i> perspective of the building from the side angle, showing the magnificence of the bagonjong roof.2 Seconds	16		Follow shot from behind the child talent's legs as he steps up the steps of Rumah Gadang. 2 Seconds
4		Extreme close-up of the detailed pattern of the typical Minangkabau carved lines on the wooden wall of the Rumah Gadang. 2 seconds	17		Establishing wide shot from outside at dusk/daytime, showing the full atmosphere of the Rumah Gadang before entering the room. 4 seconds
5		Medium wide shot shows the Rangkiang (rice barn) building standing firmly in the front yard. 2 Seconds	18		A full shot of the young talent entering the door, then his shadow transitions (match cut) to the teenage talent stepping forward. 6 Seconds
6		Medium shot of the heritage drum hanging in the front terrace area of the Rumah Gadang. 2 Seconds	19		Close-up / Medium shot of an antique chandelier in the middle of the ceiling of the Rumah Gadang room. 3 seconds
7		<i>Frontal medium-wide shot</i> From the bottom of the page, focus on the main staircase area leading to the entrance. 2 seconds	20		Wide interior shot with strong perspective, showing a row of large wooden pillars (tiang tuo). 3 seconds
8		Back shot of an adult talent standing facing the Rumah Gadang, looking up in admiration of its architecture. 3 seconds	21		Medium close-up shot showing an ancient historical cannon placed inside the room. 3 Seconds
9		Medium full shot of the talent walking in the yard, then his feet transition (dissolve) into his childhood footsteps. 4 seconds	22		Close-up shot of the hands of a young talent gently touching the textured surface of a relic with great respect. 2 Seconds
10		Medium shot of a young talent happily chatting and joking with his childhood friends. 4 seconds	23		Over-the-shoulder shot of the teenage talent standing quietly looking at a row of photos/paintings of past figures/kings on the wall. 3 seconds
11		A pan shot of a teenage talent walking past a wooden pillar, then smoothly transitioning (cross-fade) into an adult woman (Bundo Kandung). 4 Seconds	24		Slow zoom-in to the adult talent's face as it slowly transitions (dissolves) to show signs of aging (becoming the wise old Bundo Kandung). 9 Seconds
12		A detailed, slow-motion close-up shot highlights the beauty of the detailed striped motifs on the displayed	25		A dynamic low-angle shot shows the silat movements, circular formations, and the stamping of the feet/galembong

13 	Minang songket cloth. 10 Seconds Medium full shot of an adult talent standing silently staring into an empty cubicle, looking emotional as he recalls a past memory. 8 seconds	26  pants of the Randai performers. 5 Seconds A full-width shot of the Rumah Gadang courtyard. The Randai performance is performed in a complete circle, watched by Bundo Kandung from the terrace stairs with a proud smile. 7 seconds
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A visual communication design approach is used to ensure that cultural information is not only conveyed informatively, but also has a visual quality that is able to attract the audience's attention.

b. Production Stage

The production stage is the process of carrying out filming based on the storyboard that has been prepared in the previous stage. This activity includes visual documentation of the exterior and interior of Rumah Gadang Salo Payakumbuh, capturing architectural details, collections of cultural objects, and historical photographs that become part of the video narrative. In addition, images of the surrounding environment and interviews with sources were also carried out to strengthen information about the history and cultural values of Rumah Gadang Salo. The entire production process applies basic cinematography principles, such as composition, shooting angles, lighting, and camera movement, so as to produce visual material that is informative, aesthetic, and in accordance with the purpose of audio-visual media as a means of documentation, education, and cultural promotion. The production stage is carried out through direct practice with partners.

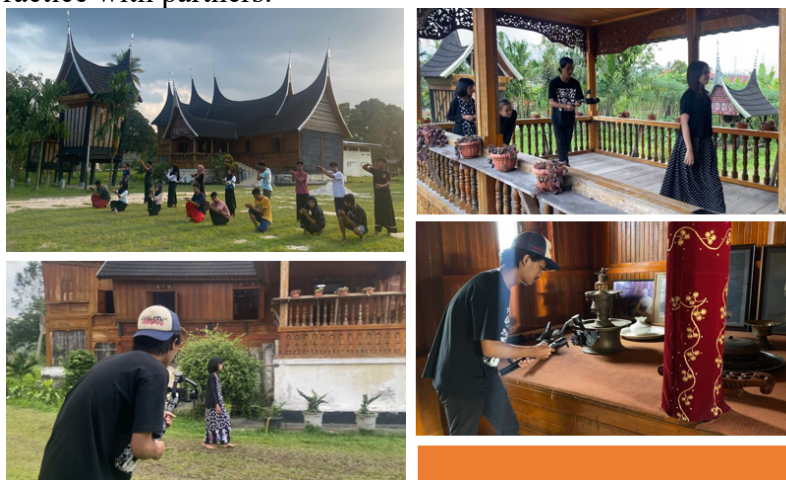


Figure 3.Production

c. Post-Production Stage

The post-production stage is the process of refining the documentation obtained during the production stage into a complete, informative, and communicative audio-visual media. At this stage, all visual and audio materials are processed through footage selection, storyboarding, video editing, sound processing, adding informative text, and finalizing the video. In addition to producing better visual quality, this stage also ensures that the cultural message about Rumah Gadang Salo Payakumbuh is conveyed systematically and easily understood by the public. In this process, the contribution of the field of Computer Science plays a role in managing digital assets, optimizing multimedia files, and developing publication strategies through various

digital platforms so that the resulting audio-visual media is ready to be used as a means of documentation, education, and cultural promotion.



Figure 4. Software editing

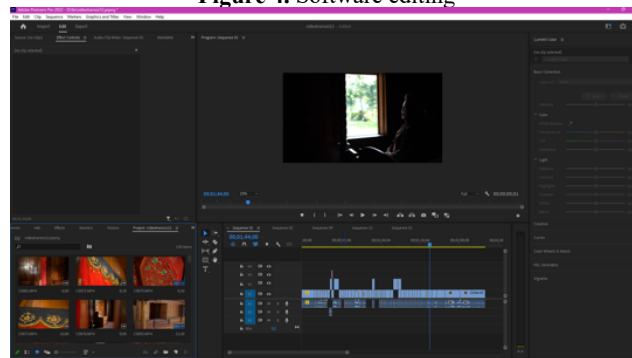


Figure 5. Proses cut to cut video

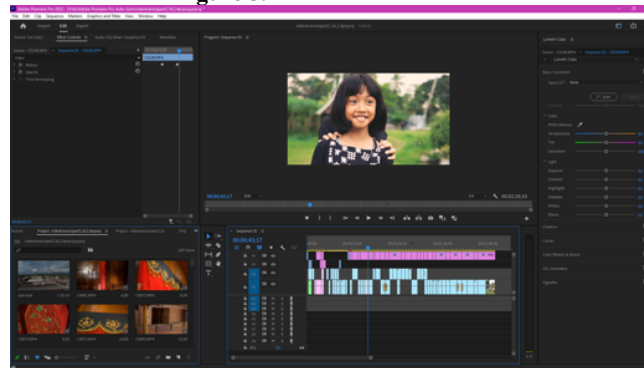


Figure 6. Coloring process

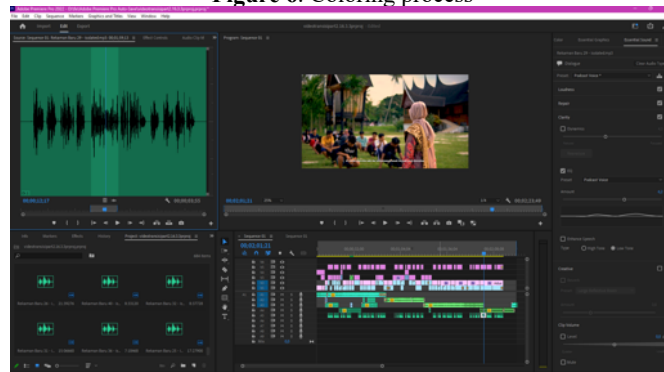


Figure 7. The process of adjusting the music beat

4. Audio Visual Media Production Results

The main outcome of this community service activity was the provision of audiovisual media in the form of a documentary video about Rumah Gadang Salo Payakumbuh. The resulting video has the following content structure:

Table 3.Account structure

Video Section	Content
Opening	Introduction to Rumah Gadang Salo Payakumbuh
History	Information on origins and cultural values
Architecture	Visual building forms and design elements
Philosophy	The meaning of ornaments and traditional values
Community documentation	Stories and community relationships with Rumah Gadang
Closing	Message of cultural preservation

5. Partner Competency Enhancement

The success of an activity is measured not only by the products produced, but also by the partners' improved skills after participating in the mentoring process. Competency improvement is evaluated through pre- and post-activity performance observations.

Table 4. Evaluation of competency improvement

Competence	Before the Activity	After Mentoring
Understanding digital media	Not yet understanding digital documentation strategies	Understanding the function of digital media for culture
Video concept development	No experience yet	Able to understand storyboards and storylines
Videography techniques	Not yet understanding the basic techniques	Able to do simple documentation
Editing video	Don't have the ability yet	Understanding the basic editing process
Digital publication	Not optimal	Understanding digital content distribution

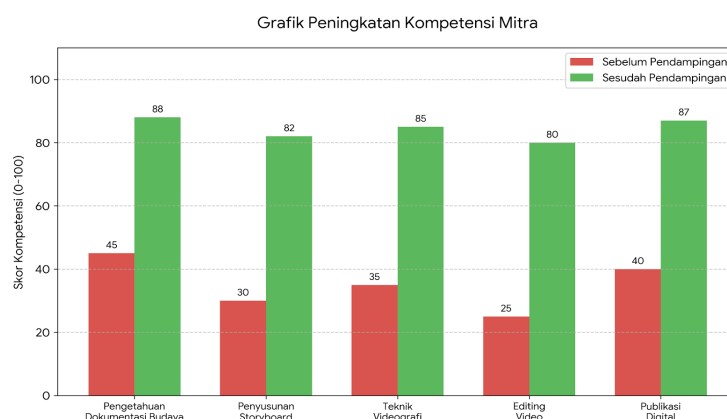


Figure 8. Comparison bar chart of Partner Competency Improvement

Graphic Data Summary:

- 1) Red (Before Mentoring): Indicates the partner's initial competency is still below 50 (ranging from 25 - 45).
- 2) Green (After Mentoring): Shows a very significant increase in competency in all areas (reaching 80 - 88).
- 3) Highest Improvement: Occurred in the Storyboarding (up 52 points) and Video Editing (up 55 points) aspects.

This increase in competency demonstrates that hands-on mentoring methods are effective in improving people's digital skills. This experiential training approach allows participants to gain understanding through practice and reflection on their activities (Kolb, 1984).

6. Impact on the Promotion of the Salo Payakumbuh Gadang House

The development of audiovisual media has significantly increased the promotional potential of Rumah Gadang Salo Payakumbuh. Previously unavailable media can now be used as a means of cultural communication through various digital platforms. The impact of these activities can be seen in several aspects:

- a. Information Impact. The public gains access to more comprehensive information about the history, architecture, and cultural values of Rumah Gadang Salo.
- b. Promotional Impact. Audiovisual media can be used as promotional content to introduce Rumah Gadang Salo to the wider public, tourists, and the younger generation.
- c. Impact of Preservation. Digital documentation serves as a form of cultural archive that can safeguard cultural information from being lost due to changing times.
- d. The Impact of Scientific Collaboration. This activity demonstrates that collaboration between Visual Communication Design (DKV) and Computer Science can produce creative, technology-based solutions to solve societal problems.

GRAFIK CAPAIAN PROGRAM PKM



Figure 9. Visualization of Achievement of Community Service Program (PKM) Indicators



The radar chart above visualizes the success rate of the Community Service (PKM) program implementation based on five established key indicators. The symmetrical, widening shape of the graph, approaching the outer boundary (100% scale), indicates that all program targets were successfully and evenly executed, with no performance disparities across the indicators. The following is a breakdown of the achievements of each program indicator:

- 1) Cultural Documentation (100%): The target of inventorying and recording visual assets of Rumah Gadang Salo was successfully fulfilled in full as a content database.
- 2) Video Production (100%): The process of compiling multimedia clips and combining all audio-visual materials from the production (filming) phase was successfully completed in full according to the operational plan.
- 3) Partner Training (95%): Knowledge transfer program to target community groups/partners was implemented with active participation and a very high level of understanding.
- 4) Video Editing (95%): The post-production stage, which includes visual alignment based on the storyboard draft as well as cutting clips, was successfully implemented to near perfection.

Digital Publication (90%): The dissemination of works to various digital media platforms to expand the reach of cultural promotion has been carried out effectively and massively in the final phase of the program.

CONCLUSION

Community service activities through mentoring the production of digital-based audio-visual media have successfully produced documentation media that serves as a means of preserving, educating, and promoting the Rumah Gadang Salo Payakumbuh. This program addresses partners' challenges related to the limited availability of cultural documentation media through a participatory approach that integrates Visual Communication Design and Computer Science.

The implementation of activities ranging from cultural potential identification, concept development, production, and post-production not only resulted in a documentary video as a digital cultural archive, but also increased partners' understanding and skills in utilizing digital technology for the production and publication of cultural content. Thus, this activity is one of the implementations of the Tri Dharma of Higher Education, supporting the preservation of local culture and strengthening the promotion of Rumah Gadang Salo Payakumbuh through digital media.

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