

ABSTRACT

Conservation of Nagaraja Cilacap turtles is one of the very potential natural resources but most have not been utilized optimally. The purpose of this study was to design instructional video conservation tourism turtles Nagaraja Cilacap as an educational medium and apply the concept of design of the selected supporting media. The method used is SWOT analysis to identify in analyzing strategies systematically, internal and external factors with descriptive qualitative approaches in the form of primary and secondary data. Data collection techniques using observation data, interviews and documentation. The results of this study showed an instructional video design that aims as an educational media and learning media about the importance of turtle preservation in Cilacap. Equipped with supporting media in the form of clothes, brochures, teasers, and thumbnails.

Keywords: *Turtle Conservation, Instructional videos, educational media.*