

Video Profile as a Promotional Media in The Semesta Store Malang City

¹Sean Elbert Jeremiah, ¹Ditya Wardana*, ¹Lely Surya Wardani

¹Institut Teknologi dan Bisnis Asia Malang, Indonesia

*Corresponding author

E-mail: ditya.wardana16@gmail.com

Volume

5

Issue

2

Edition

November

Page

776-782

Year

2024

Abstract

Purpose: Profile videos as promotional media can be utilized across multiple platforms, including social media, websites, portfolios, YouTube, presentations, marketing initiatives, events, and webinars. This promotional material is crucial for enhancing sales and motivating people to make purchases. When utilized effectively, promotional media can enhance a company's exposure and appeal, positively influencing sales.

Method: The process consists of three stages: pre-production, which involves conducting a SWOT analysis, brainstorming concepts, and creating storyboards. The production step involves video editing, followed by the post-production stage, which entails releasing the video on social media.

Practical Application: The anticipated outcomes of producing a profile video include a substantial enhancement in brand awareness, the engagement of the target audience, and the cultivation of stronger customer relationships through the effective communication of the company's vision, mission, and values, thereby fostering conversions and increased loyalty in the future.

Conclusion: This profile video functions to promote the shop through publications on social media such as websites, Facebook, Instagram and YouTube. Choosing a strategy for using profile videos can function as promotional media on various online platforms in the current digital era, in order to increase company visibility and have a positive impact on company sales and revenues.

Article History

Submission: 7-10-2024

Review: -

Accepted: 14-10-2024

Keyword

Video Profile;
Promotion;
Media;
Sales;
SWOT Analysis;

How to cite

Jeremiah, S. E., Wardana, D., Wardani, L. S. (2024). Video Profile as a Promotional Media in The Semesta Store Malang City. *Jurnal Pengabdian Masyarakat*, 5(2), 776-782
<https://doi.org/10.32815/jpm.v5i2.2357>



Introduction

The evolution of media is presently undergoing swift advancement. Particularly in the domain of promotional media, which is presently utilized extensively not just for visual communication but also for audiovisual purposes (Kurniadi & Wibowo, 2021). Promotional media typically encompasses digital advertising, video material, brochures, pamphlets, banners, posters, social media posts, podcasts, websites, and similar formats.

A profile video is a form of video content created to introduce or delineate an entity, such as a firm, organization, or individual. The primary objective of a profile video is to present a clear, appealing, and effective representation (Haryanto & Nugroho, 2015). Typically include the identity, values, culture, and activities of the subject under examination. Profile videos may serve professional functions, including job applications, business promotion, or personal branding development (Savitry, 2016).

Promotional profile videos can be utilized across social media, websites, portfolios, YouTube, presentations, marketing initiatives, events, and webinars. Promotional media is crucial for enhancing sales as it serves to motivate consumers to make purchases. The strategic utilization of promotional media can enhance a company's exposure and attractiveness, thereby positively influencing its income. Effective promotion can enhance sales volume and broaden the consumer base, so directly augmenting revenue (Wayne, 2020).

A prevalent issue in the industrial sector, particularly among SMEs, is the deficiency of informational means to advertise their products. Similar to the Semesta Store situated in Cyber Mall Malang. Intense competition and insufficient promotional media have led to diminished turnover, adversely affecting sales. Sales are generated by frequent clients and are only conducted via word of mouth from acquaintances (Dixon & Adamson, 2012).

The Semesta Store is situated at Cyber Mall, located at Jl. Raya Langsep No. 2, Pisang Candi, Sukun District, Malang City. This store provides a diverse range of comprehensive products, including IT solutions such as software and hardware, PCs, PC servers, laptops, networking equipment, security devices (CCTV, fingerprint scanners, home alarms), accessories, and other electronic items. This business additionally provides a range of electronic media services. This store has been awarded officially by Asus twice consecutively.

Nevertheless, these benefits are recognized by only a select few. This inability to communicate with the target audience leads to a decline in sales revenue. Prior promotional materials just utilized brochures. Producing promotional media that generates captivating and original concepts to engage the audience is challenging.

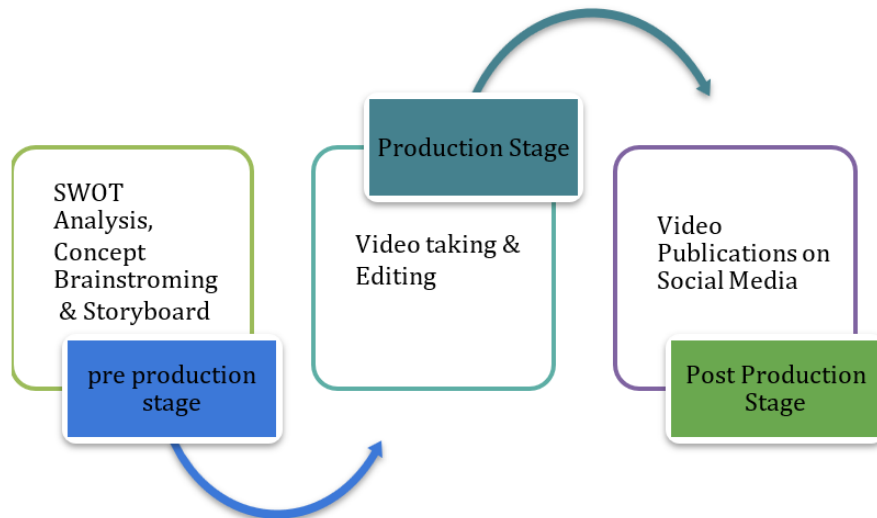
The inclusion of a video profile as promotional media can enhance brand exposure via social media (Devega, 2022). Social media enables individuals to communicate and exchange information without temporal or geographical constraints. Social media can disseminate information globally with remarkable speed, even in real time. To ensure Toko Semesta is recognized and recalled by the target demographic, hence enhancing promotion and sales.

This contemporary and interactive promotional strategy aims to enhance Toko Semesta's sales turnover, fortify its market position, and establish a robust platform for sustained growth. It is essential to frequently assess and analyze the efficacy of this method to facilitate appropriate adjustments for optimal outcomes.

Method

Several fundamental important stages of community service activities are executed precisely and in detail to effectively address the identified problems. Figure 1 illustrates the description of the activities (Dam, 2024).

Figure 1. Activities Description



Source: Created by Author, 2024

In the process of building a video profile at Toko Semesta, the initial step is to conduct a SWOT analysis to ascertain, strategize, and enhance the approach for the promotional video to be produced. Subsequently, engage in brainstorming to produce ideas, innovations, and establish segmentation, targeting, and positioning (STP) (Camilleri, 2018). The final component is the conceptualization and storyboard design derived from the analysis and brainstorming outcomes. Comprehending the principles associated with the planning and execution phases of the video profile design process. Consequently, production management is essential to ensure that objectives and aspirations align with established plans and effectively address the issues arising at Toko Semesta. A media design system comprises three fundamental stages: Pre-production, Production, and Post-Production (Arntson, 2012).

Result

The extraction of ideas through dialogue commenced with the collaborative identification of solutions for the phases of developing a video profile including the proprietor of the Semesta Store and the Community Service Team. Following discussions with the proprietor of the Semesta Store and the Community Service Team, a SWOT analysis will be employed to verify that the video profile accurately represents the strengths, weaknesses, opportunities, and threats pertinent to the Semesta Store. The initial phase generated multiple different options to address the issues at the Semesta Store regarding the promotion of existing products at the sales location (Suhartini, 2018).

Table 1. SWOT Analysis

Strengths	Semesta Shop possesses several benefits that should be emphasized in the profile video, including a comprehensive range of IT products, dependable electronic services, and consecutive official honors from Asus.
Weakness	A notable problem found is the absence of compelling and distinctive promotional material. Toko Semesta formerly depended solely on ineffectual brochures.
Opportunities	Social media provides a significant opportunity for Toko Semesta to enhance brand visibility and engage prospective customers. The profile video

	will be customized for many social media sites, including Instagram, Facebook, and YouTube, in addition to the store's main website.
Threats	Intense competition in the IT and electronics sectors poses a significant challenge that must be addressed.

According to this SWOT analysis, the formulated strategies encompass producing engaging and informative profile films, leveraging product strengths while addressing prior promotional deficiencies, and exploiting social media chances to enhance market penetration. This promotional movie aims to enhance Toko Semesta's brand visibility, draw in additional clients, and ultimately boost sales revenue.

Following the completion of the SWOT analysis, the subsequent phase involved the design of the profile video, commencing with a brainstorming session. Through talks and assessments with the proprietor of Toko Semesta, Mr. Setia Dharma. The SWOT Analysis process aims to design and enhance strategies for promotional videos. Additionally, the brainstorming process is conducted to investigate the possibilities and preliminary concepts for developing the profile video. The pre-production process follows, commencing with the design of the thumbnail concept and the preliminary layout of the profile video. Progressed with the development of the storyline and storyboard for the promotional video.

The subsequent phase is the production process, which involves recording videos in accordance with the previously established storyboard (Komputer, 2013). The collection of this video will be further pursued during the editing phase. The video editing procedure involves utilizing the compositing approach to amalgamate the requisite videos for advertising purposes. This compositing process integrates diverse video components to produce an engaging final product. The video editing program employed is Capcut, characterized by a modern aesthetic.

The third phase is post-production, which involves the completion of the edited work that will be published on Toko Semesta's official social media platforms, specifically YouTube @SemestaTeknopedia and Instagram @semestateknologi.

Figure 2. MoU With the Owner of Semesta Store



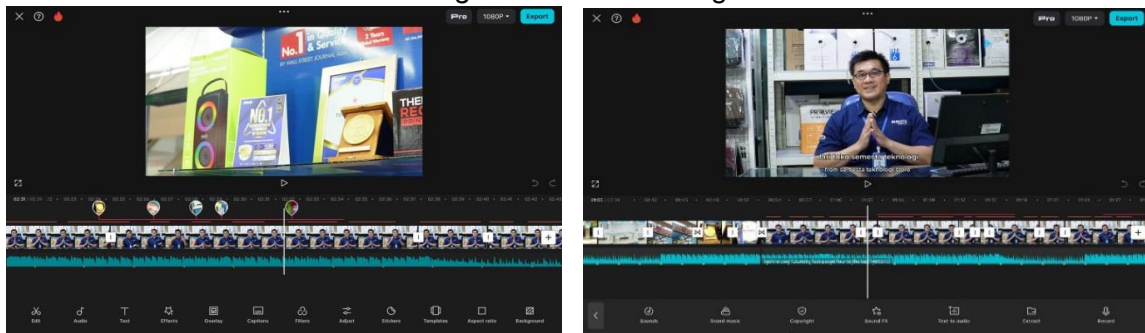
Figure 3. Discussion and Brainstorming Process



Figure 4. Video Capture Process



Figure 5. Video Editing



Initially, the community service team engaged students in capturing photographs and videos. Facilitating discussions around premium products and the variety of products to be showcased. The video recording occurred at the store and included the proprietor of Semesta Store, allowing for immediate edits or revisions if necessary. Similarly, video recordings were conducted on-site, utilizing the store's backdrop and the merchandise available for sale. The developed material will be used in promotional media on social media. The photographic and videographic process occurred over several days. Utilizing increasingly versatile equipment,

including not only digital cameras and DSLRs but also smartphones. The shooting occurred between 15:00 to 19:00 WIB. Despite being conducted in the afternoon, it employed high-quality lighting equipment to optimize the outcomes of the photographs and films, ensuring they were well-exposed rather than underexposed.

Discussion

Creating a profile video necessitates meticulous planning, including a SWOT analysis to assess the company's strengths, weaknesses, opportunities, and threats, crafting an engaging narrative, pinpointing essential components such as the company's vision, mission, and values, and employing superior visuals and audio to establish a professional image, thereby capturing the target audience's attention and reinforcing a robust brand identity. The primary issue was the decrease in revenue, necessitating additional advertising materials beyond brochures and booklets. The proposed solution was to produce a profile video to enhance brand awareness and demonstrate the benefits of Toko Semesta.

The profile video of Toko Semesta was disseminated on social media platforms, including Instagram and YouTube. The movie illustrates the benefits and diversity of technology products available for service provision. The anticipated outcomes of producing a profile video include a substantial enhancement in brand awareness, engagement of the target audience, and the establishment of more robust customer relationships by conveying clear and compelling messages regarding the company's vision, mission, and values, thereby fostering increased conversions and loyalty in the future.

This addresses issues pertaining to constant uploads, fostering consumer trust, particularly in the contemporary landscape of digital marketing. Consistency in digital marketing enhances brand visibility and fortifies the company's favorable image among consumers. Consequently, the systematic and purposeful dissemination of profile videos will serve as a potent instrument for cultivating and sustaining client relationships, while enhancing sales and overall business expansion.

Conclusion

Profile videos can effectively address decreased turnover by enhancing brand awareness and reinforcing corporate identity. Videos disseminated via social media platforms like Instagram and YouTube effectively capture the attention of the target audience by highlighting the benefits of products and services. By consistently uploading promotional movies, Toko Semesta can enhance consumer trust, fortify the company's positive image, and cultivate improved relationships with customers. This technique is anticipated to substantially enhance sales and business growth.

Acknowledgements

We express our sincere appreciation to the entire community service team, comprising both lecturers and students, for their significant contributions to the success of this effort. We extend our gratitude to the owner and staff of Toko Semesta for their collaboration, as well as to other individuals and entities whose help, although not individually acknowledged, was much valued.

Reference

- Haryanto, T., & Nugroho, S. (2015). Perancangan Video Company Profile Sebagai Media Promosi Perusahaan Pada Pt. Propan Raya Icc Semarang Tri. *Jurnal Ilmiah Komputer Grafis*, 8(1), 46–52.
- Kurniadi, A. D., & Wibowo, T. (2021). Perancangan Dan Implementasi Video Profile Sekolah SMA Tenera. *ConCEPT - Conference on Community Engagement Project*, 1(1), 43–46.
- Arntson, A. (2012). *Graphic Design Basics* (Sixth Edition). Wadsworth.

782) Video Profile as a Promotional Media in The Semesta Store Malang City, Jeremiah, S. E., Wardana, D., Wardani, L. S.

- Camilleri, M. A. (2018). Market Segmentation, Targeting and Positioning. Dalam M. A. Camilleri (Ed.), *Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice* (hlm. 69–83). Springer International Publishing. https://doi.org/10.1007/978-3-319-49849-2_4
- Dam, R. F. (2024, Maret 2). *The 5 Stages in the Design Thinking Process*. The Interaction Design Foundation. <https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>
- Devega, A. T. (2022). *Perancangan Vidio Iklan Sebagai Media Promosi*. Cv Batam Publisher.
- Dixon, M., & Adamson, B. (2012). *The Challenger Sale: How To Take Control of the Customer Conversation*. Penguin UK.
- Komputer, W. (2013). *Video Editing & Video Production*. Elex Media Komputindo.
- Savitry, I. S. & Y. (2016). *New Content Marketing*. Gramedia Pustaka Utama.
- Suhartini, S. (2018). Analisa Swot Dalam Menentukan Strategi Pemasaran Pada Perusahaan. *Matrik: Jurnal Manajemen Dan Teknik Industri Produksi*, 12(2), Article 2. <https://doi.org/10.30587/matrik.v12i2.394>
- Wayne, R. (2020). *Video Marketing Made Simple For Business Owners*. Estalontech.