

Boundless Creativity: Vlogging with a Smartphone in the Digital Era

¹Adriani Kala'lembang*, ¹Suastika Yulia Riska, ¹Lilis Widayanti, ¹Widya Adharyanty Rahayu, ¹Vivi Aida Fitria

¹Institut Teknologi dan Bisnis Asia, Indonesia

*Corresponding author

E-mail: adriani.riny@asia.ac.id

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Abstract

Purpose: This community service aims to enhance the technical skills of students at SMK Negeri 12 Malang in digital vlog creation.

Method: The program involves training sessions using lectures and hands-on practice to improve lighting techniques.

Practical Application: This initiative has a significant impact on vlog production by following essential steps, including framing techniques, lighting, and video editing.

Conclusion: This program enhances students' creativity and skills in vlog creation.



Introduction

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In today's digital era, vlogging has become one of the most popular forms of expression and communication, especially among young people (Aditiningrum & Adnan, 2023; Fatima et al., 2023). With technological advancements, particularly in smartphones, anyone can now become a content creator without needing expensive equipment. Smartphone vlogging enables individuals to document daily life, share experiences, and express their creativity in an engaging and accessible way (Erlindawati et al., 2022; Zulfa et al., 2023). Vlogs quickly adapt to online social media trends and have become an essential source of information and entertainment for society. They create new social interactions and communication practices in the digital age (Liu, 2021).

Vlogging has emerged as a widely favored creative medium for various purposes, including sharing personal experiences, serving as an educational tool, delivering information, and building personal branding. According to (Latifah & Arsanti, 2022), video-based communication media like vlogs can enhance students' learning interest. Integrating vlogs into education can create a more engaging learning environment that aligns with current technological advancements. By combining creativity, information, and entertainment, vlogs can effectively improve the quality of learning. (Awal et al., 2023; Ulya & Panuntun, 2023) found that using vlogs as an educational tool significantly boosts students' motivation. Evaluations by subject matter experts and students indicate that vlogs are suitable for learning processes. Beyond being a tool for creative expression, vlogs can also influence audience behavior and decision-making. Studies show that informative and engaging vlog content can increase audience trust and encourage them to visit tourist destinations (Alviyono & Anwar, 2024).

SMK Negeri 12 Malang was formerly SMA Negeri 12 Malang before its transformation into a vocational school. According to Malang Mayor's Decree No. 46 dated May 1, 2007, SMA Negeri 12 Malang was officially converted into SMK Negeri 12 Malang in the 2006/2007 academic year. Initially, the school offered programs in Automotive Engineering (MO), Multimedia (MM), and Computer and Network Engineering (TKJ). In the academic year 2009/2010, the school expanded its programs to include Software Engineering (RPL). By 2014/2015, it introduced an accounting program, followed by the culinary program (formerly known as Catering) in 2019/ 2020 (source: https://smkn12malang.sch.id/artikel_siswa/sejarah/).

Despite its growth, SMK Negeri 12 Malang faces challenges, particularly for students in the Multimedia program. Many students lack in-depth knowledge of fundamental vlogging techniques, such as framing, lighting, and video editing. Additionally, they often struggle to generate creative content ideas, frequently repeating existing concepts rather than innovating in content presentation. This lack of creativity can hinder their progress. Given the highly competitive digital landscape, producing unique, relevant, and engaging content is crucial. Therefore, the ability to create without limits becomes the key to success for content creators in building an audience and sustaining their presence in the industry.

The community service program titled "Boundless Creativity: Vlogging with a Smartphone in the Digital Era" aims to enhance students' technical skills in vlog production. Through training and workshops, students will learn essential techniques such as framing, lighting, and video editing. Mastering these skills will enable them to produce high-quality, professional content, equipping them to compete in the increasingly competitive digital space.

Beyond technical training, this initiative encourages creativity and innovation in vlog content creation. Activities such as brainstorming sessions, group discussions, and vlog idea competitions will help students think outside the box and develop fresh, innovative concepts. These improvements are expected to make their vlog content more engaging and appealing to audiences.

Another goal of this program is to help students effectively utilize technology and improve their marketing and promotional skills. Through digital marketing and social media strategy training, students will learn how to promote their vlogs efficiently, allowing them to

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reach a broader audience. Additionally, the program aims to boost students' confidence and communication skills, which will be valuable for their personal development and preparation for the digital era. With continuous support and mentorship, students will receive the guidance they need to overcome challenges and maximize their potential in the ever-evolving digital landscape.

Method

The preparation phase involved conducting surveys and discussions with SMK Negeri 12 Malang to identify students' needs related to vlog production. The primary objectives of this community service activity were established, focusing on enhancing students' technical skills, creativity, and digital marketing abilities. A detailed activity plan was developed, including schedules, training materials, and invited speakers. Additionally, essential equipment such as tripods, ring lights, and video editing software was prepared to support the training sessions.

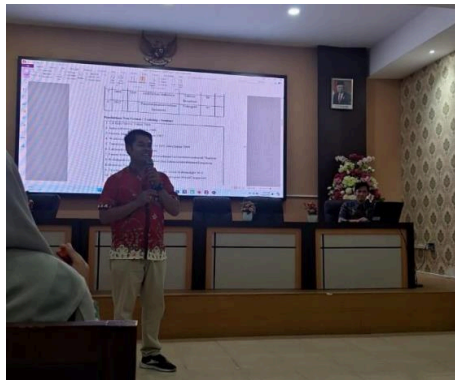
The training sessions were conducted by vlog experts from the Institut Teknologi dan Bisnis Asia Malang, covering topics such as framing techniques, lighting, and video editing. Students participated in brainstorming sessions and idea presentations to develop creative vlog content concepts.

During the vlog production phase, students created concepts and storyboards for their vlogs, receiving feedback and suggestions for improvement for mentors at the Institut Teknologi dan Bisnis Asia Malang. They then proceeded with the recording process, following their planned concepts, with the necessary equipment and technical guidance provided by the implementation team. After recording, students edited their videos using the provided software, with mentors offering guidance throughout the editing process.

Result

Framing techniques in vlog content creation are creative strategies that involve structuring and presenting story elements, visuals, and messages to maximize audience engagement. Proper framing helps content creators highlight specific aspects of a vlog, clarify the intended message, and build a deeper emotional connection with viewers. This technique not only captures attention from the start but also ensures that the vlog's main message is effectively conveyed and remembered by the audience. Additionally, framing provides a clear direction for the vlog's narrative, allowing content to be tailored to specific objectives such as education, entertainment, or inspiration. By integrating visual, audio, and narrative elements in harmony, framing ensures that each vlog has a significant impact in delivering its message to the target audience.

Figure 1. Presentation on Framing Techniques



Framming serves multiple functions in vlog production. First, it highlights key scenes and enhances the storytelling flow. Second, it brings images to life, adding depth and

richness to each shot, ultimately strengthening the emotional impact on viewers. Third, framing creates aesthetically pleasing visuals with balanced and precise composition. Lastly, it helps establish the mood of a scene, ensuring a dynamic visual experience and avoiding monotonous imagery. As a medium of moving images, video has the advantage of conveying stories and perspectives in a more immersive way, making framing a crucial element in reinforcing the intended message and atmosphere.

Lighting is one of the most important elements in vlog production, as it plays a key role in determining visual quality and setting the desired mood. Proper lighting not only enhances clarity and professionalism but also helps create an atmosphere that aligns with the vlog's theme. With well-executed lighting, the audience can focus on the main subject while maintaining a balanced and visually appealing composition.

In vlog production, lighting can be categorized into three main types: natural lighting, artificial lighting, and a combination of both. Natural lighting, such as sunlight, is often preferred for its soft and natural effect. However, since sunlight is dynamic, adjustments like using reflectors or diffusers are necessary to control its intensity. Artificial lighting, such as studio lights, ring lights, or softboxes, provides full control over brightness, direction, and color temperature, making it ideal for indoor shoots or situations where natural light is insufficient.

Figure 2. Presentation of Lighting Techniques



Some common lighting techniques used in vlogging include:

- a. Three-point lighting: Uses three light sources—key light, fill light, and backlight—to create depth and dimension.
- b. Rembrandt lighting: Creates a small triangular shadow on the cheek for a dramatic effect.
- c. Flat lighting: Uses direct front lighting to produce a clean, shadow-free look, making it ideal for beauty vlogs or tutorials.

Lighting can also be used to influence mood and emotions. Warm lighting (yellow or orange) creates a cozy and relaxed atmosphere, while cool lighting (blue or white) gives a fresh and professional look. Additionally, colored lighting can add artistic effects or emphasize a specific theme, enhancing the overall visual storytelling of a vlog.

Video editing is a crucial process in vlog content creation that transforms raw footage into engaging, structured, and professional content. This process involves several steps, from selecting the best clips and organizing the storyline to adding visual and audio elements, ensuring that the vlog conveys a strong and purposeful message. Video editing allows creators to enhance visual quality, evoke emotions, and maintain audience attention.

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The steps in video editing are as follows:

- a. Importing and selecting clips – Choose the best clips from the raw footage and arrange them in a logical sequence following the vlog's structure (introduction, main content, and conclusion).
- b. Storyboarding – Ensure the vlog flows smoothly by organizing clips according to the desired chronology or theme. Use appropriate transitions to connect different sections.
- c. Visual adjustments – Apply color grading to set a specific mood, such as warm, cheerful, or dramatic. Stabilize shaky footage and adjust framing or crop clips for better focus.
- d. Audio adjustments – Add background music that matches the vlog's mood. Use sound effects to emphasize story elements and adjust audio levels to ensure clear narration.
- e. Adding supporting elements – Insert text, titles, or subtitles to clarify information. Use animations or graphics to enhance visual appeal and add a logo or watermark to strengthen brand identity.
- f. Effects and transitions – Choose simple transitions to maintain a professional look. Use visual effects for key moments, such as slow motion or time-lapse.
- g. Preview and revisions – Review the final video to ensure consistency in visual, audio, and narration elements. Make revisions if any imperfections are found.

There are three groups of students who won the vlog-making challenge:

1. First Place Winner: Naura Chanda Ivana (XI BCF) – 082257387633
<https://www.instagram.com/reel/C8D2JVIPKBK/?igsh=b3J5NWkydGhmYnQz>

Figure 3. First Place Winner



2. Second Place Winners: Faisal Jumaidi Ilyas, Ken Daffa Raditya, Dika Dwi May Rangga, Rifki Ananda Saputra (XI BCF) – 085645128278
<https://www.instagram.com/reel/C8D20LhPhZR/?igsh=MTI5eGJjNWt0Nms1NQ==>

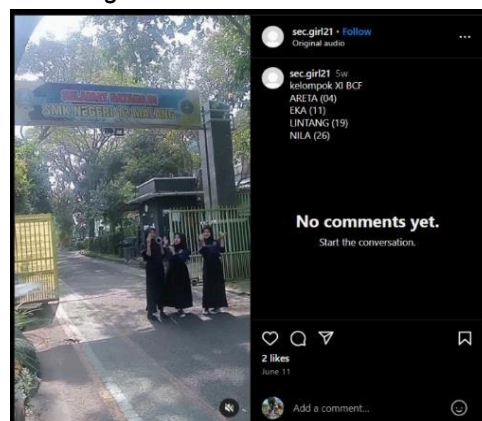
Figure 4. Second Place Winners

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3. Third Place Winner: Eka Firrodtul Maulia (XI BCF) – 0985622193881
<https://www.instagram.com/reel/C8EXhwxyXjK/?igsh=NTdycXRtNmpqd3gz>

Figure 5. Third Place Winner



Discussion

Vlogging has emerged as a potent medium for digital entrepreneurship, storytelling, and self-expression in the digital age. Anyone may now produce high-quality video material without the need for costly equipment thanks to smartphones. Smartphones with integrated high-resolution cameras and intuitive editing software give would-be vloggers the means to create footage that looks professional. Furthermore, vloggers may now interact with audiences all over the world thanks to social media sites like YouTube, Instagram, and TikTok. People are inspired to share their thoughts, experiences, and knowledge in original and captivating ways by this broad accessibility, which also stimulates innovation.

In addition to being a means of self-expression, vlogging is a crucial business, education, and digital marketing tool. Learning vlogging skills, such as lighting, framing, and video editing, helps students become more proficient communicators online (Enwereji et al., 2024; Muttaqien & Muktaf, 2023). Businesses utilize vlogs for audience interaction, product promotion, and brand storytelling. Video content is being used more and more in digital marketing tactics since research indicates that visual storytelling greatly increases audience engagement and retention (Huang et al., 2023; Kumar, 2024). Learning to vlog can help people improve their technical abilities as well as their creativity, critical thinking, and adaptability, all of which are vital in the cutthroat digital world of today.

Despite the advantages that vlogging offers, artists still must contend with a number of issues, such as platform rivalry, audience retention, and original material. Many inexperienced vloggers find it difficult to come up with original and captivating ideas, frequently copying already-existing content instead of coming up with original ideas.

Consistency, storytelling abilities, and trend-following ability are also necessary to keep an audience interested. Furthermore, to be relevant, vloggers must keep up with the latest tools, algorithms, and techniques due to the ever-evolving nature of digital media. Vloggers must constantly hone their technical abilities, experiment with various video forms, and use social media analytics to hone their tactics to overcome these obstacles. In the end, vlogging on a smartphone is more than just making videos; it's about connecting, educating, and inspiring audiences in the always changing digital landscape by utilizing creativity and technology.

Conclusion

Framing techniques serve as the visual foundation that directs the audience's focus and highlights key elements in a vlog. With proper framing, each scene becomes more visually appealing, maintains a balanced composition, and effectively conveys the intended message. Proper framing ensures that vlog content is engaging and professionally structured, making it easier for viewers to connect with the narrative.

Lighting plays a crucial role in determining the visual quality and atmosphere of a vlog. Good lighting adjustments not only make the visuals appear more vibrant and aesthetically pleasing but also help establish a mood that aligns with the vlog's theme. Whether using natural or artificial light, effective lighting enhances the overall storytelling experience by ensuring clarity and emphasis on important visual elements. Additionally, video editing serves as the final stage that refines and enhances vlog content. This process involves combining clips, adding visual and audio elements, and structuring the storyline to make it more engaging and comprehensible for the audience. Editing also improves both the technical and artistic quality of the vlog, ensuring that all components work harmoniously.

Based on the participation of students in the vlog creation challenge, it can be concluded that the community service program titled "Boundless Creativity: Vlogging with a Smartphone in the Digital Era" successfully achieved its main objective, enhancing the technical skills of SMK Negeri 12 Malang students in vlog production. Through this initiative, students gained valuable experience in framing, lighting, and editing techniques, equipping them with the necessary skills to create high-quality digital content in today's competitive digital landscape.

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