Increasing Branding Awareness of Alfath Mart as UMKM in Medan City Through Video Advertising Creative Media

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ABSTRACT
This research was conducted to produce an advertising video concept that is attractive, creative and economically valuable. This research is based on the desire to produce a creative and innovative product that can be applied as a promotional medium that can be useful for building the economic activities of the Medan City UMKM group. This research aims to produce a method for producing video advertisements for UMKM products as branding media for Medan City UMKM. The method used in this research is a qualitative approach. The process of searching for data and information was carried out using in-depth interviews with videography experts, Medan city UMKM, and Medan city UMKM product consumers as informants. Apart from that, literacy studies were also carried out such as journals, newspapers, magazines and other materials containing information about branding and UMKM. The research results concluded that in introducing and promoting a product or brand, the use of promotional videos could be an option. Publication of Medan City UMKM products through advertising video media can be done as an effort to increase brand awareness. Promotional videos are able to convey messages well so that they get the desired response.

INTRODUCTION

There are many areas used to develop a brand including advertising, customer service, trademarks, logos, taglines, merchant reputation, brand ambassadors and visual appearance. All of these elements work together to create a unique differentiator and hopefully attract the attention of consumers. Branding is not a marketing tactic that only needs to be used by large companies but also at the Micro, Small and Medium Enterprises (wellknown as UMKM). The rapid development of technology, the digital world and the internet has an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online). The number of traders continues to increase, making competition increasingly fierce, so sales creativity must also be increased. Every business is required to have differentiation or differentiate itself from other businesses.

Branding is an effort to advertise business products or services with certain designs or symbols. Branding is very important and has a big influence in business. Branding can change how the wider community perceives a business, the impact of which can increase business profits and increase brand value. The results of the branding process will create a reputation. A good reputation can produce good market share, and vice versa. In the author's observations and discussions with several UMKMs in the city of Medan, one of the obstacles they found in the digital business industry was how to create advertising materials for social

media, starting from text narratives, photos, especially videos. In fact, in the digital world, where merchandise is sold online, it is very necessary to use visual photos and videos to advertise yourself on various digital platforms: YouTube, Facebook, Instagram, Tiktok, and others.

Promotional videos aim to promote products/services that contain the advantages of these products/services. Usually advertisements tend to use a tagline that is short and persuasive so it is easy to remember. In this case it is promoting UMKM products. The presence of SEO or Search Engine Optimization can make promotions easy to find in searches along with YouTube channels collaborating with Google which have a high level of popularity with visitors all over the world.

Promotional videos have several advantages, namely they have a wide reach, show the reality of the object and can be applied with various digital media, one of which is Instagram. In this digital era, promotional videos or marketing videos can be a solution for UMKMs to reach their consumers (Ersyad, Fanani, and Suhariyanto 2021). To design a creative advertising video, you can use the Cinematic video concept. The Cinematic concept or commonly called Cinematic Look, gives hope to promote products whose beauty can be enjoyed in an advertisement. In the cinematic video concept, it can be processed with a clear goal. So that the image capture technique or transition used can be applied according to the character of the product being advertised (Hamid and Sitanova 2020).

Promotional videos can also be done implicitly so that they are interesting but still convey the content of the message to introduce or promote a product or service. Moreover, currently people are interested in YouTube content, so it will be easier to attract the intended target audience. Using videos made to go viral in the world of digital marketing in Indonesia does seem profitable and is quite a good medium. For this reason, currently many companies use promotional videos as a strategy strategy in building digital marketing (Danesi, 2002).

Apart from the power of images, audio illustrations also play a role in influencing the minds of the audience. Music in film (video) is divided into two: music illustration and theme song. Musical illustrations are sounds, whether produced through musical instruments or not, that are included in a scene to enhance the atmosphere. Meanwhile, a theme song (theme music) is a song that is intended as part of the identity of a film, it can be a song written specifically for the film or a previously popular song. Theme song is also commonly known as a soundtrack (Effendy, 2010).

Apart from musical illustrations and theme songs, film music also uses sound effects. The sound of a bunch of keys jingling, shoes on a tiled floor, the sound of a car door closing, the sound of a referee's whistle and a baby crying are examples of sound effects in a film. film.The sounds produced by all the actions and reactions in the film are included in the sound effects element. Sound effects need to please the audience's ears, so a good sound engineer will include all the sounds that make sense to the story and eliminate all that are unnecessary (Effendy, 2010).

According to Sumarno (1996), there are eight functions of film/video music, namely; (1) helps put together a scene: a number of shots strung together and given music will give the impression of being tied into a single unit. (2) Covering weaknesses or defects in the film: weaknesses in acting and dialogue pronunciation can be covered with music, so that weak acting or shallow dialogue becomes more dramatic than it actually is. If the dialogue is not shallow, the dramatic effect will be even higher when accompanied by the right music. (3) Showing the inner mood of the film's main characters: this is increasingly possible if the character is taken in a long shot, alone in a room, then the music played seems to show his

inner mood.

Then, shows the atmosphere of time and place: a number of musical instruments, such as siter, banjo, Hawaiian guitar, Spanish guitar, Javanese gamelan, show concrete geographical connotations. The right music and musical instruments will suggest the atmosphere of the time, for example electronic music for a science fiction film like Star Wars. The faint harp music will suggest the past. (5) Accompanying the appearance of the composition of work relatives or names of production supporters (credit title): the aim is to make it more attractive, stylish, compared to the actual presence without music. (6) Accompany scenes with a fast rhythm: for example, a chase scene between police and criminals. Once given music, fast rhythm scenes will really look exciting. (7) Anticipating upcoming scenes and building dramatic tension: that is, music is played before the scene, as if the film music is giving a signal: "Watch out, something surprising or unexpected is coming." (8) Emphasizing character through music: the male main character is given strong, "clean" music, the female main character is given softer musical accompaniment. Meanwhile, the evil characters are emphasized by shrill music, sometimes made a bit fake.

Thus, it can be said that music has many functions and roles in the art of videography. Of the three types of film music above (illustrations, theme songs and sound effects) in the context of advertising, usually the types of music that are often used are illustration music and sound effects. This advertising music is more often referred to as a jingle. Audio Visual can be interpreted as video/film which is a mass communication medium whose production is based on cinematographic sciences and can be shown (Law Number 33 of 2009 concerning Film). According to Sya'dian (2019), in general there are 3 parts in making a video, namely Pre-Production, Production and Post-Production.

Pre-Production is are steps related to the preparation stage in making a video/film or before carrying out video/film production. In Pre-Production there are several stages which are usually carried out by a film maker or a Production House. After that, production is about arranging the layout or layout according to the storyboard which will later be used as a background for the event so that it supports the storyline used. After everything is neatly arranged starting from the room layout, costumes, cast make-up, and lighting, the next step is taking pictures according to the story board that has been made. Last, post-production it means stage in general is the editing process which includes combining video and image sources to adding other elements such as visual effects and music effects. After the video/film has been produced, the video/film is ready to be shown to the public to see the responses and feedback from the public who have watched the video/film that has been produced.

Triadi Sya'Dian & Rinanda Purba (2021) in their research on Making Rendy Handycraft UMKM promotional videos concluded that in the current information era where everything is digital, the promotional problems faced by Rendy Handycraft UMKMs can be resolved by having appropriate promotional videos in many media. social media promotion. The response from the activity participants, namely Rendy Prayogi, owner of the UMKM Rendy HandyCraft, was very positive, because during the current pandemic, promotion through social media is really needed.

Meanwhile, Hendi Sama and Maria Ulfa (2021) in their research on the Design and Implementation of Cinematic Promotion Video Content Advertising for Renjana Coffee Shop found that promotional videos were an effective choice as the information media needed by Renjana Kopi. Through an attractive visual appearance, it can attract customers. The process of making promotional videos in Renjana Kopi is summarized neatly and interestingly through this video medium. Video was chosen as an information medium

because it was considered a more appropriate medium for conveying messages and information, and was easy for the public to reach via Instagram social media. With this promotional video, it is hoped that in the future Renjana Kopi will be more widely known by the public, especially in Batam City.

Alfath Mart is an outlet that sells various Medan City UMKM products. The products sold are typical Medan city snacks. Alfath Mart was initiated by the Alfath Foundation, an institution that concentrates on education and community economics. Previously, the Alfath Foundation carried out a training program for 100 female UMKMs in Medan City, which was referred to as the Mainstay UMKM group. The training focuses on packaging and naming products to make them look more attractive. Next they created an online shop platform called 'Niaga UMKM'. As a follow-up program, an outlet was established to sell the best products from Medan city UMKMs, named Alfath Mart.

For this reason, this research is presented to support and strengthen Alfath Mart's efforts in developing Medan City UMKMs by taking one part of the branding branch, namely advertising. This research aims to produce a video concept advertising UMKM products that is attractive visually, narratively and musically. This research product was applied to the Alfath Mart store as an outlet for Medan City UMKM products. It is hoped that the video advertisement can improve the marketing quality of the Alfath Mart store and have a good impact on the economic progress of UMKMs in Medan City.

METHOD

Basically, developing promotional videos requires research methods that tend to develop a product from research results. In this case the author uses the research method proposed by Heinich which is called the ASSURE model (in Rifandi, 2022: 222). The ASSURE model consists of several stages, namely: (1) analyzing, (2) stating objectives, (3) selecting methods, media and materials, (4) utilizing materials, (5) requiring participation, and (6) evaluating. So that data collection can run more optimally, the author used qualitative research method. In the data collection process, this qualitative approach uses two sources, namely primary data and secondary data. Primary data is all information collected directly by researchers. In this research, primary data was collected through in-depth interview techniques with UMKM actors. Meanwhile, secondary data was obtained from newspapers, magazines and video documents from digital media which contained information about UMKMs.

To support the data collection process, devices such as video cameras, photos and audio recording tools are used which are very useful for documenting data. The research process also involved video editors to strengthen the image aspects of the film, as well as musicians to strengthen the music scoring of advertising videos. The number of informants is not limited as long as the required data is still needed to answer the objectives of this research. The stages and steps that will be carried out in this research are; Research preparation is includes determining the research topic, formulating the research problem and objectives, proposal preparation stage, literature study, determining the research location, and determining the research method.

Secondary, collection of primary data and secondary data; primary data was obtained through in-depth interviews and participant observation with the aim of collecting data followed by focus group discussions. Secondary data was obtained from documents, both written and video. Next, data analysis to carried out by categorizing and analyzing primary data and secondary data, holding discussions with experts. Next, formulate the concept and model of UMKM advertising videos. Then, author do trial it means author applying the

concept formulation and model for UMKM advertising videos. Determining story ideas, image screening process, writing music scoring, then making corrections and improvements to problems that occur. Next, determine the concept and model of UMKM advertising videos. Next step, author with the team producing media; UMKM advertising videos through studio work. UMKM video works will then be uploaded on various social media platforms, YouTube, Facebook, Instagram and TikTok. Last step, stage of summarizing the results.

RESULT AND DISCUSSION

Audio Visual-based media such as promotional videos can be interpreted as videos that are mass communication media where the production is based on cinematographic sciences and is intended for display. In developing promotional media based on creative media, an analysis of the needs of the producer is required. There are several things that may be substantial, such as data related to the products and objectives of UMKM, which are the subject of promotional videos.

Pre-Production   Post-Production
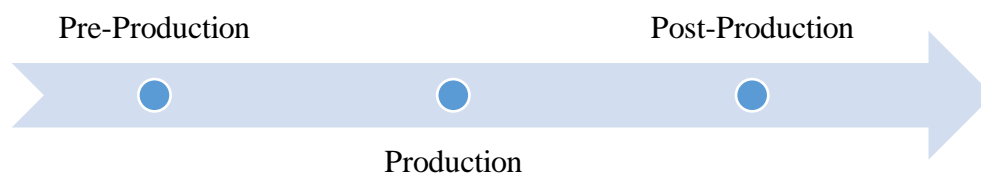
Production

Figure 1. Promotional Video Packaging Process

Pre Production

Based on references, inspiration and the results of discussions with the company, the promotional video concept can be determined in accordance with mutual agreement. The main concept contained in the video is intended to show that this product is a local snack originating from the city of Medan which can be used practically, is comfortable, easy to carry, and is durable and long-lasting. The use of storylines and storyboards is intended to be a benchmark in the shooting process. The first step the author took at the pre-production stage was to conduct research, some of the things the author did were; **Interview with the Store Owner**. From the results of the interview, the Alfath Mart store wanted a promotional video that showed the store's advantages such as comfort, service and the quality of the products sold. It is hoped that the publication of promotional videos will be able to increase the marketing activities carried out by the store. Apart from that, the Alfath Mart store entrusted the design of the promotional video concept to the writer, to be discussed again before the production process took place.

After the author obtained some important information related to the product and related to the company, the author continued to conduct interviews with experts. This aims to ensure that product packaging can be carried out using directed procedures and produce maximum impact. This step the author calls; **interview with experts**. Information obtained from interviews with experts in the field of videography includes promotional videos, how to shoot, when to shoot, models, tools and applications used in making promotional videos, as well as publication media. A good promotional video is a video that is able to convey a

conceptual message to the audience. Taking pictures from various angles can provide a clear picture of the product and the message you want to convey in the promotional video. Shooting outdoors can be done in the morning and evening to get ideal lighting.

Figure 2. Interview Process

The use of models in promotional videos is quite influential in being attractive in promotional videos, however, model selection needs to be paid attention to so that the model chosen can embody the role to the maximum. Using the right tools and applications when making promotional videos has more or less an impact on the quality of the resulting video, skill in operating the tools and applications also influences the video results. The right publication media is adjusted to the target market for the product being promoted, then the publication time needs to be paid attention to so that the promotional video can be published at the right time.

Figure 3. Several Products Sold at Alfath Mart

After discussing with experts, the author and team still wanted to understand consumer behavior in the hope of understanding consumer desires. Moreover, if we consider again, the purpose of this promotional video packaging is to increase consumer appeal. This process, we called as **interviews with consumers.** Interviews with consumers aim to obtain information related to promotional videos from the consumer's perspective. Consumers want promotional videos that are able to convey messages clearly regarding the product and elements displayed in the promotional video. The model covered in the promotional video should be able to play the role well, the model chosen should be someone who is well known. The consumer's experience when shopping at the Alfath Mart store is due to the quality of the store's products, so taking pictures should be able to show the object in its entirety from various angles so that the audience gets an idea of the products sold in the store. The publication media chosen to publish promotional videos should be a platform that the company actively uses to market products and build interaction with consumers.

Production

Shooting is done by referring to the concept that has been created and outlined in the storyline and storyboard. Shooting is done in the shop room, so it needs to be supported by good lighting to get sufficient lighting. In producing promotional videos, the author and team apply the principles of mise en scene which consist of lighting, setting up the background, and controlling the movements of the players. Apart from that, to get an interesting arrangement of images, the team took short shots combined with camera movements while paying attention to the continuity between shots, this technique is called the B-Roll technique. Shooting for this promotional video is dominated by Close-Up (CU) shooting techniques where the aim is to provide cinematic emphasis on the video. The effect of taking pictures using the CU technique will produce images with a bokeh background. Moreover, if we consider the purpose of making a video as a product promotion, the emphasis is on strengthening the object so that the point of interest presented is very clear and able to arouse appetite. The background settings were carried out by the UMKM owners and emphasized natural effects. Several food products sold at UMKM Alfath Mart are arranged neatly and the arrangement also conforms to the principle of balance.

Figure 4. One Of The Product Shots

The camera that the author uses in the production process is Fujifilm with emphasizing to uses neutral colors or original colors to make it look bright and full color. There are several

settings that need to be changed as shown in the image below as follows; (1) Sharpness : 3, (2) Contrast: -2, (3) Saturation: -1, (4) Color Tone: 4. Video resolution is set in HD 1920 x 1080 format with a frame rate of 25fps. There are several video shooting techniques which include the rule of thirds and shot type camera, camera angle, camera movement which can be seen in the screenboard design at the pre-production stage. After the live shoot process is complete, all video data is obtained as in the following table:

Table 1. Video Data Processing

No	File Name	Duration
1	DSCF2902	20 Seconds
2	DSCF2904	50 Seconds
3	DSCF2905	62 Seconds
4	DSCF2918	43 Seconds
5	DSCF2919	12 Seconds
6	DSCF2920	10 Seconds
7	DSCF2921	28 Seconds
8	DSCF2922	76 Seconds
9	DSCF2924	82 Seconds

Post-Production

The mixing process will connect video with audio and text. The first step is mixing by importing all the files needed in Adobe Premiere, then dragging the audio in the work space. Place it in the work space and place it in a place that suits the duration of the desired video. Then add text to support the video. The first step to export a video is to select the file menu then export then media, then on the export settings sheet select best quality, frame rate 25fps, then select the H.264 format with 1 pass VBR encoding bitrate, then check the audio output. on the output sheet to set the video file storage location. Then click the export button at the bottom right. After exporting we have to screening video. In this process, the advertising video will undergo a screening test with videography experts, Alfath Mart shop owners and Alfath Mart consumers before being forwarded to the distribution process. The last step is, distribution. All processes have been completed and reviewed carefully, so this advertising video will then be continued in the distribution process, namely by uploading the advertising video on Alfath Mart's special website and application, namely www.niagaumkm.com as a promotional medium for marketing Alfath Mart products.

Figure 5. UMKM Promoted Via Video

Fuad Erdansyah, Increasing Branding Awareness of Alfath Mart as UMKM in Medan…

CONCLUSIONS

Delivering messages through audio-visual media is able to provide a clear picture of the message to be conveyed. Promotional videos made with a structured concept are able to convey the message well so that it gets the desired response. When introducing and promoting a product or brand, using promotional videos can be an option. Publication of Medan City MSME products through advertising video media can be done as an effort to increase brand awareness.

Designing and Making Video Advertisements as Promotional Media for Alfath Mart Stores (Medan City UMKM Outlets) in order to maximize the role of images of UMKM products at Alfath Mart as promotional media. The author draws the following conclusions: (1) with this advertising video, it will be easier for the Alfath Mart store to promote Alfath Mart products. (2) Consumers can understand more about Medan City UMKM products from Alfath Mart and are interested in buying Alfath Mart Medan UMKM snack products. (3) In making a video advertising Medan City UMKM products, several stages are required to be completed, namely: Pre-production (idea, concept, theme and storyboard). Production stage (shooting, logging, soundtrack and dubbing). Post-production (mixing and exporting). (4) Taking pictures in an advertisement must focus on the object or item being advertised according to needs. (5) Coloring and editing must be in harmony with the concept and theme, so that there are no oddities in the advertising video. (6) The duration of an advertisement is limited, therefore it must be utilized so that within a certain duration, the impression and message from the video advertisement can be conveyed.

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