Visual Strategies in Video Branding to Build a Professional Image: A Case Study of the Video "Pruways"

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ABSTRACT
In a competitive digital era, video has become an important strategy in brand communication to build a professional image. This study analyzes the internal video "PruWays" produced by Prudential Syariah Indonesia with a descriptive qualitative approach to explore how visual elements such as framing, color, lighting, and brand symbols are designed to shape perceptions of professionalism. The key issue was how to communicate sharia values aesthetically and strategically to foster employee ownership. Analysis showed that framing techniques such as rule of thirds and center framing succeeded in building a sense of professionalism, order, and visual authority. The use of a red and teal green color palette incorporates a sense of boldness and spirituality that reinforces the corporate identity. Soft lighting and natural daylight create an inclusive and friendly atmosphere, while visual symbols such as logos, collaborative gestures, and modern layouts reinforce sharia values such as ukhuwah, amanah, and ihsan. The tangible impact is evident from the increased employee participation in post-screening discussion forums, which shows emotional engagement has translated into collective action. This research aims to identify and explain how visual elements in internal videos can be used strategically to shape a professional image and communicate organizational values to employees. The limitations of this research lie in the single object focus and the non-use of quantitative perception measures, so the results are exploratory and require further study for wider validation.

INTRODUCTION

In an increasingly visual and interactive digital age, video has evolved into a major medium in brand communication strategies. Its ability to combine visual, audio, and narrative elements makes it an effective tool in delivering messages that are not only informative, but also emotional and immersive (Ferreira et al., 2021; Setiyanto et al., 2023; Zhang, 2024). Video is able to create immersive experiences that allow companies to build strong connections with audiences, both external and internal. In the context of corporate communication, video also serves as an internal means of branding that reinforces the value, culture, and identity of the company among employees (Backhaus & Tikoo, 2004). Thus, video becomes a strategic instrument in shaping the organizational culture as well as conveying the brand message intact.

Visual communication conveys messages using images or visual displays, and the elements become an important part of clarifying the message (Rahmat, 2021). The internal video "Pruways" production Prudential Syariah Indonesia it is one of the real implementations of effective visual communication strategies. The video is designed with a cinematic approach that emphasizes the

power of emotional narrative as well as visual elements such as corporate color tone, lighting, character expression, and framing that demonstrate professionalism. The values of the company based on the principles of sharia are communicated through visually appealing representations psychologically and aesthetically. This visualization not only builds a sense of ownership among employees, but also creates a perception of a company that is professional, trusted, and integrity.

Visual strategy in videography is the main foundation of visual branding that serves to shape the audience's perception of the identity and quality of a brand (Lawand, 2015). Elements such as composition, lighting, and framing have semiotic functions that convey implicit messages in a subtle but powerful manner (Purbasari, 2021). Such a technique the rule of thirds it helps to create a visual balance, temporarily depth of field Assert focus on the main subject (Bo et al., 2018; Oliveira, 2024). Corporate colors such as red and teal green Not only does it strengthen the brand identity of sharia, but it also builds a professional and emotional atmosphere simultaneously (Karja, 2021). The combination of visual elements is the basis for communication that is not only beautiful, but strategic and meaningful.

Professional imagery in the context of videography is formed through organized visuals, precision shooting techniques, and structured and relevant narratives. Use the appropriate angle eye level or low angle, Soft yet firm lighting, as well as smooth transitions between scenes, give the impression of credibility and seriousness (Suwandi & Koswara, 2025). Nanda et al., 2025 said that the cinematic approach in video is able to improve perceptions of brand quality. The importance of video as a media representation of the company's value in a comprehensive way, not just as an informative tool. Through a powerful visual approach, video is like "Pruways" Able to communicate the professionalism of Prudential Syariah Indonesia visually and emotionally to an internal audience.

However, some previous research has shown a void in the study of visual branding that is internal and value-based. Li and Mat (2023) developed a model of visual interaction in brand communication, but the focus was limited to external contexts. Waters and Jones (2011) analyzed a nonprofit organization's videos on YouTube and highlighted the importance of visual narrative in shaping identity, but did not address technical cinematographic elements or internal participatory impact. Đorđević (2021) highlights the influence of visual communication in social media on consumer behaviour during a crisis, but does not cover the internalization of organizational values or spiritual approaches.

As such, this research fills a gap in visual communication studies by highlighting how visual elements in internal videos are used to strategically build a professional image, particularly in the context of Islamic companies. This research also offers novelty in the form of integration of cinematic elements, sharia semiotics, and employee activation through post-viewing forums, making it not just a communication tool, but a trigger for emotional engagement and organizational culture.

The purpose of this research is to systematically identify and explain how visual elements in internal videos are strategically used to build a professional image and reinforce organizational values, particularly in the context of Shariah-based companies. Through visual analysis of components such as framing, color, lighting, and brand symbols, this research also aims to reveal the extent to which visual narratives are able to drive employee emotional engagement and strengthen collective identity within the work environment. Thus, this research not only evaluates the effectiveness of visual aesthetics, but also examines its impact on the formation of organizational culture and the perception of authentic professionalism from within the company itself.

METHOD

This research uses an approach qualitative descriptive, It is a method that seeks to understand social and cultural phenomena in depth through interpretation of the meanings contained in non-numerical data (Sugiyono, 2023). The qualitative approach is well suited to delving into subjective processes, meanings, and experiences in a particular social context, including in analyzing visual media such as video branding (Creswell & Creswell, 2023). In this context, research is focused on how visual elements in video are "Pruways" formed and arranged in such a way as to create an impression of professionalism toward the company.

This approach was chosen because video as an object of study contains many layers of

meaning that cannot be reduced to only surface aspects. Through descriptive methods, researchers can observe and analyze each visual, symbolic, and narrative element in a structured way to reveal the message contained in Prudential Syariah Indonesia's internal branding strategy. Using relevant theories of visual semiotics and narrative communication, the study aims to break down the relationship between visual forms and the resulting meaning.

1. Research Object

The main object in the study was a ± 1 minute video titled "Pruways" Produced by Prudential Syariah Indonesia. This video was chosen because it is part of an internal visual communication strategy that serves to strengthen the company's value, build collective spirit, and create a perception of professionalism among employees.

Visually, the video features a number of distinctive elements such as company color tones (navy and red), calm and confident subject expressions, cinematic camera movements, and inspiring voice-over narratives. The video is representative in describing the transformation of the company's visual identity and building an emotionally and professionally credible image. The video also depicts aspects of inclusivity, collaboration, and continuity, which are important points in the professional image of a modern Islamic financial institution.

2. Data Collection Techniques

The study used two types of data, namely primary data and secondary data: Primary data obtained from direct observation of the video "Pruways" in high-resolution digital formats. Observations are made repeatedly to document each visual element, ranging from color tones, expressions, lighting, framing, symbols, until the narrative structure that appears in the storyline. This data is then analyzed through visual close reading techniques and semiotic interpretations.

Secondary data obtained through the study of literature from a variety of relevant scientific sources, such as visual communication theory books, journal articles on branding strategies, as well as academic publications on semiotics and emotional narratives. These theories are used as a basis for interpreting the meaning behind the visual strategies applied in video. Data collection is carried out systematically to ensure the validity of the interpretation obtained (Daruhadi & Sopiati, 2024). In addition, the use of academic resources aims for analysis to have a strong theoretical footing and can be scientifically accounted for.

3. Data Analysis Techniques

Data is analyzed using visual content analysis based on semiotics, that is Methods used to interpret visual signs appearing in audiovisual media (Imam & Rakhman, 2024). The study of signs and meaning, including how they are produced, used, and interpreted in the context of communication, is known as semiotics (Ichsan, 2025). This process is carried out in three main stages: Visual identification: record each visual element and symbol that appears. Classification of meaning: group the elements into categories of denotive and connotative meanings. Narrative interpretation: analyze how these visuals form a storyline and collective meaning to the company's professional image. This analysis is carried out in three stages of media production according to Sunarya et.al. (2017) in the Arka dan Ardi (2023) pre- production, production, post-production, each one is evaluated to determine the contribution of its strategy to the impression of professionalism that it wants to build.

RESULT AND DISCUSSION

The discussion in this research focuses on an in-depth analysis of the visual elements in the "PruWays" video as an internal visual communication strategy. The analysis was conducted based on visual semiotics and narrative approaches to interpret the meaning contained by each visual component, such as image composition, color, lighting, and brand symbols used. Each element is analyzed not only from an aesthetic point of view, but also from functional and strategic aspects in building a professional image and strengthening organizational values. The findings are then discussed within relevant theoretical frameworks to assess the video's contribution to shaping

organizational culture and employee emotional engagement more broadly.

1. Visual Framing and Composition

Figure 1. Visual Framing and Composition The Rule Of Thirds

Framing in the video Pruways designed to convey professionalism, openness, and emotional closeness between a character and an audience. This video is consistent use eye-level shot, which puts the camera in line with the eye view subject. This technique gives an equal and natural impression, creates a warm relationship and encourages empathy between the performing employee and the internal audience.

Figure 2. Visual Framing and Composition Center Framing and Medium Close Up

The two main composition techniques used are the rule of thirds and center framing (symmetrical balance framing). In collaborative work scenes, such as presentation sessions or team interactions, the rule of thirds used to place figures in one of the strong points of visuals, it provides a balanced and aesthetically pleasing narrative space. Instead, in formal. scenes such as the narrative of the leader, it is used framing center, where the subject is placed right in the middle with a symmetrical setting. This composition reinforces the stable, authoritative, and organized impression.
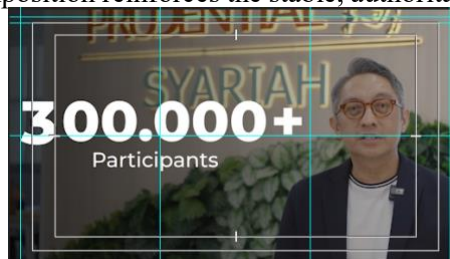

Figure 3. Visual Framing and Composition Utilization Negative Space

A bright and well-lit workspace is used as a backdrop for utilization negative space to highlight the main subject without visual disturbances. This composition creates a professional, clean, and modern atmosphere in harmony with the company's efficient and classy image.

Overall, the framing option is in Pruways not only does it support visual aesthetics, but it also strengthens internal communication messages. Balanced composition, eye-level use, and emphasis

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on corporate space and symbols create a deep and meaningful visual in shaping the professional and humanist image of Prudential Syariah Indonesia.

2. Color and Lighting

Color in corporate identity is used to describe the personality and image of the company, so that it can strengthen the impression that you want to convey to the audience (Ginting & Triyanto, 2020). In the video PruWays, primary color palette red and teal green Used to represent the visual identity and values of Prudential Syariah Indonesia. ndonesia. The red color appears on logos, graphics, and visual accents as symbols of courage, firmness, and spirit, while reinforcing motivational and leadership messages (Huiyu & Wei, 2024).

Figure 4. The Red Color Used in The Video

On the contrary, teal green Appear more subtle but significant, reflecting the balance. trust, and spirituality that is at the core of Sharia-based services. This color appears on interior elements, working fashion details, as well as infographics, creating a calm but strong visual impression in value (Shukla et al., 2018; Naz & Mehmood, 2023).
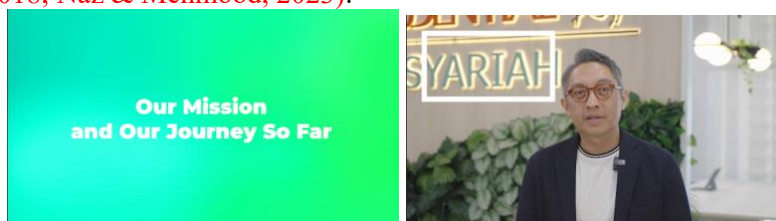

Figure 5. Color Teal Used in The Video

To achieve a consistent and emotionally aligned color impression, the process is carried out color grading In the post-production stage (Tanjung & Manesah, 2025). This technique is used to equalize the tone between scenes, strengthen the characters red and teal without looking flashy, as well as give a soft cinematic touch. Shadows and highlights are arranged in such a way as not to be too contrasting, while saturation in the main colors is selectively raised to accentuate brand identity without interfering with other visual elements. This grading process also adds up fine grain overlay to create the impression of a warm and professional visual texture.
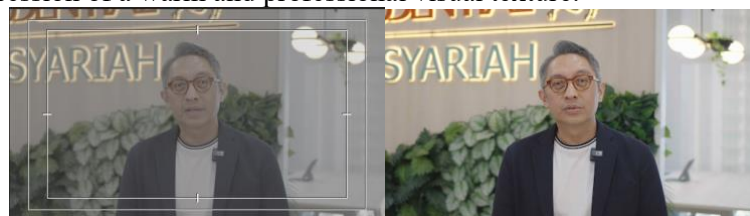

Figure 6. Before and After Color Grading

From the lighting side, the video is dominated by soft lighting and natural lighting (natural daylight) Who creates a clean and friendly look (Desipriani, 2024). The employee's face, background, and public areas of the office are displayed with lighting soft without hard shadows. This technique reinforces an inclusive, honest, and transparent atmosphere in accordance with the company's open and trustworthy image.

This carefully curated combination of colors and lighting creates visual harmony it is not only aesthetic, but also meaningful. This approach is in line with principles authentic branding, Where the

professional and ethical impression of the company is built not only through verbal narrative, but also through consistent and symbolic visual cues (Kaur & Kaur, 2021).

3. Brand Identity and Symbol

Figure 7. Brand Identity and Symbol

Symbols are signs that are used to convey certain meanings based on agreement (Halim & Yulius, 2023). Visual symbols in the video Pruways Plays an important role in strengthening the identity and values of Prudential Syariah Indonesia. A logo is part of a visual display and is one way to show the identity of an institution or organization (Aulia et al., 2021). The company logo is displayed consistently from employee attributes to visual covers as part of the strategy corporate visual identity Who builds brand associations and sense of belonging (Silva-Rojas, 2006). The color red reflects spirit and courage (Elliot & Maier, 2014), while teal green symbolizes ethics and spiritual balance, in harmony with the principles of Sharia economics (Karja, 2021).

The appearance of a neat and closed employee shows compliance with Sharia norms, while maintaining a professional impression. Gestures help each other and warm expressions reinforce values ukhuwah and ta'awun, Reflects the ethical culture of collective work (Muafi, 2021). Modern and bright spatial planning and emphasis on collaboration reflect principles ihsan and trust (Sodikin et al., 2023). By combining formal and narrative symbols, the video successfully conveys the company's image as a professional, spiritual, and progressive institution.

4. Real Impact: From Visual to Collective Action

Figure 8. Coffetalk is Held for The Realization of The Video Advanced Process Pruways Before

The most obvious impact of the video Pruways increased employee participation in the forum Coffee talk which is after the video. This event presents Chief distribution, Mr. Herwin, he is also the main character in the video. The significant presence of employees in the forum showed that the video was successful activate emotional involvement into real action.

The characters in the video that originally only appeared on the screen, are now personally responded to by employees coming to hear live, share stories, and discuss the values raised in the video. This reflects that video is not only consumed visually, but also generating interpersonal resonance, Strengthening the connection between corporate narratives and the everyday realities of employees (Ashelawati & Kurnia, 2025).

Implicitly, the video Pruways has: Decrease the symbolic distance between the leader and the employee, by making the figure in the video as part of a real discussion. Increase sense of belonging, because employees feel part of a great narrative that is being shaped together. Creating a reflective space, where employees are encouraged to look back. at the values of the company and their position in it.

In other words, the impact of this video is not only on the level of visual perception, but rather a pervasive social action and organizational participation. This shows that visual and narrative strategy in-house branding videos are able to trigger active engagement even without the support of formal measurement instruments.

Figure 9. Coffetalk is Held for The Realization of The Video Advanced Process Pruways Before

CONCLUSION

Analysis of the video Pruways show that visual strategies are applied in the video branding internal has a significant role in building the professional image of a company. Through well-planned processing of visual, narrative, and symbolic elements, the video is able to convey the values of the organization implicitly but strongly. Video Pruways not just a one-way communication medium, but a strategic instrument that unites corporate messages with the emotional and cognitive experiences of employees.

From the visual side, this video displays consistency in the use of red and color palettes teal green it represents courage, spirit, balance, and spirituality. The color combination not only strengthens Prudential Syariah Indonesia's visual identity, but also reflects the company's core values. Technique framing like center-balanced shot, eye-level perspective, and application of principle the rule of thirds technically forming perceptions of regularity, closeness, and professionalism to the displayed work environment. Soft, natural light-like lighting reinforces the sense of inclusion and warmth, showing that a workspace is a place that supports growth and collaboration.

Visual symbols such as company logos, formal work uniforms, and expressions between employees such as smiles and mutual help become a means of communicating Sharia values such as justice, trust, and ukhuwah. This video not only displays the corporate identity aesthetically, but also imparts meaning through strategically curated visual experiences.

The impact of this video can also be observed in a real way in the context of organizational culture. After the video, the company organized a forum Coffee talk It was attended by Chief distribution. Mr. Herwin, who was also the main figure in the video. The high participation of employees in the forum showed the success of the video in building emotional connectedness that leads to active participation. This is an indicator that the visual message delivered does not stop on the screen, but rather incarnates in the form of communication and more meaningful interaction in the real workspace.

Overall, the video Pruways proving that an effective visual strategy is able to turn content into a catalyst for cultural transformation. Through approach visual branding authentic and integrated with company values, this video not only reinforces professional image, but also shapes a collective narrative that inspires employee engagement and pride toward the organization they work for.

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