

Assistance in Modeling Techniques in Photography and Content Creation of Production Products of KERIAHEN Sewing Skills Course Institution to Expand Marketing through Social Media

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Abstract. This program aims to provide assistance to the KERIAHEN Sewing Skills Course Institution in improving knowledge and skills in modeling techniques in photography and visual content creation, as well as expanding marketing through social media. KERIAHEN Institute currently faces challenges in utilizing social media to expand marketing reach and a lack of understanding of modeling techniques in photography. The mentoring method includes identification of needs and challenges, intensive training on modeling and photography techniques, collaboration with photographers and visual creatives, creation of content plans and posting schedules, consultation and mentoring, evaluation, and measurement, as well as dissemination of results and experience sharing. It is expected that through this assistance, KERIAHEN Institute will improve skills in modeling techniques in photography, understand marketing strategies through social media, and be able to produce attractive visual content. This will help the institute in expanding its marketing and increasing its popularity through social media, to attract potential course participants and achieve broader marketing goals.

Keywords: Content Production, Social Media, Mentoring, Modeling Technique.

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1. Introduction

Established in 1985, the KERIAHEN Sewing Skills Course Institute has evolved into a prominent symbol within the realm of sewing education and training, particularly in North Sumatra Province. Throughout the years, KERIAHEN has successfully graduated numerous course participants, a cohort now thriving in gainful employment or embarking on entrepreneurial ventures within the fashion sector and related domains. The institution has earned recognition within the community for its status as a course provider catering to the lower-middle class, thereby projecting an image of accessibility across diverse segments of society. This characteristic has proven pivotal for KERIAHEN, facilitating its resilience amid the challenges posed by the COVID-19 pandemic and the post-pandemic landscape, thereby ensuring the sustainability of its operations.

Up until the present day, KERIAHEN has been actively engaged in deploying various promotional media outlets, with a particular emphasis on RADIO 97.1 Sikamoni FM - Medan. Nevertheless, in light of the swiftly evolving media terrain and the dynamic shifts in marketing trends, the management of

KERIAHEN has gradually perceived the diminishing efficacy and decreasing relevance of this traditional promotional approach, especially in the current era of digitalization. Based on insightful interviews conducted with the leadership of the institution, it has become abundantly clear that there exists a pressing imperative to harness the potential of social media platforms such as TikTok, Instagram, YouTube, and Facebook to ensure the organization's continued market presence, extending its influence well into the year 2024.

The primary challenge confronting KERIAHEN pertains to the limitations within its human resources, particularly in the domain of promotion. This limitation is especially pronounced when it comes to the creation of engaging and impactful content, essential for effective management of the institution's social media channels. This predicament, although not a prominent concern five years ago, has steadily gained prominence due to the escalating competition characterizing the fashion training industry, which necessitates a heightened degree of competitiveness.

In the contemporary digital landscape, marked by the relentless march of information technology, social media has emerged as one of the most potent tools available for marketing endeavors. Through the expansive reach of platforms like Instagram, Facebook, and Pinterest, KERIAHEN possesses the capacity to tap into a broader target demographic and augment its outreach within the marketing domain. Nevertheless, the institution has yet to fully optimize the inherent marketing potential furnished by these social media platforms.

The widespread adoption of social media continues to surge at an unprecedented rate, with millions of individuals spanning diverse age groups and backgrounds actively engaging with these platforms daily. By capitalizing on the pervasive influence of social media, the KERIAHEN institute stands to gain increased exposure and the ability to reach prospective course participants hitherto beyond the reach of traditional marketing channels.

Within the context of the fashion and garment industry, the visualization of products assumes paramount importance. The prospect of harnessing the power of photography and crafting visually compelling content emerges as a potent tool for promoting the courses offered by KERIAHEN and showcasing the accomplishments of its course participants. Proficiency in modeling techniques for photography and content production holds the promise of generating high-quality imagery capable of effectively conveying the caliber and potential inherent in the course offerings of KERIAHEN.

The arena of sewing skills courses stands as a fiercely competitive domain. Numerous institutions offering analogous courses and training programs abound in the region, accentuating the imperative for KERIAHEN to devise innovative and captivating marketing strategies as a means of differentiation. The provision of guidance and support in modeling techniques for photography and content production is poised to facilitate the cultivation of a distinctive identity and a robust brand presence for the institution across social media platforms.

In light of the aforementioned backdrop and the situational analysis, the collaboration between the KERIAHEN Sewing Skills Course Institute and this community service initiative aimed at imparting modeling techniques in photography and content creation is poised to be instrumental in optimizing the institution's marketing potential via social media. This collaborative effort aspires to elevate the visibility of KERIAHEN's courses and attract prospective participants, positioning KERIAHEN as their preferred educational institution of choice.

2. Method

This community service activity focuses on the Keriahen Sewing Course Institution Center as a place for implementing Modeling Technique Assistance in Photography and Content Creation of Keriahen Sewing Skills Course Institution Production Results to Expand Marketing through Social Media. The initial study is the first step in this activity, where we conduct initial research and identify the needs related to the Modeling Techniques Assistance in Photography and Content Creation of Keriahen Sewing Skills Course Institute's Production Results. The initial study process involved course teachers and managers of the Keriahen sewing course to understand more about Modeling Techniques in Photography and Content Creation of Production Results. Based on the results of the initial study, we can formulate the problems that need to be overcome. Service partners need assistance to provide training that leads to an understanding of Modeling Techniques in Photography and Content Creation of Production Results that will help expand the marketing of this institution through social media.

This mentoring involves six main stages in its implementation. The first stage was the identification of needs and challenges, which involved observation of the Keriahen Sewing Skills Course Institute, analysis of the target audience, as well a review of competitors in the sewing course industry. In addition, the identification of deficiencies in knowledge and skills of modeling techniques in photography and visual content creation was also part of this stage. The next stage is training in modeling and photography techniques. In this stage, an intensive training program or workshop was planned with a focus on developing skills in modeling techniques in photography. Collaboration with photographers and visual creatives is the next step, where working with them will help plan and execute product shoots, photo editing, and the development of a consistent visual style in line with the Keriahen brand. The creation of a content plan and posting schedule is the next stage in this mentoring. In collaboration with the Keriahen team, a plan for content to be posted on social media was developed to match Keriahen's brand values. Finally, dissemination of results and experience sharing are important stages in completing this mentoring. The proposing team and communication science students will assist and empower the KERIAHEN team to promote their products through social media in a directed and organized manner, so that they can be recognized by many people or the public, increase consumer demand, and ultimately expand the marketing of this institution through social media.

3. Results

A beginner in photography usually starts his photos with easy objects, one of which is using the object of a model. When we hear the word model, we always imagine a beautiful, young woman with a good body. This term is wrong because the definition of a model is a person who becomes an object in a photo. Starting from babies, teenagers, and parents to grandparents. Even an animal can be called a model. Skills in modeling techniques for a photo model are about how the model can understand, direct, and collaborate with the photographer to create quality photo results.

This service program aims to provide knowledge and skills in modeling techniques to a photo model. This includes a basic understanding of photography, composition, lighting, photography techniques, and posing ability that suits the theme of the shoot. In addition, the model is also taught to adapt to the photographer's commands, manage time well, and control facial expressions. These skills help the model collaborate well with the photographer in creating poses and expressions that match the vision of the shoot and result in photos that meet professional standards. In addition, confidence, teamwork, and a willingness to learn and grow are also important in modeling technical skills.

In the creation of photographic works to achieve a good photographic work, it is necessary to emphasize the play of composition and shooting techniques such as object selection, use of proper lighting, proper use of image formats, processing of viewpoints, and understanding the basics of photography. The techniques used are of course through various shooting technical considerations that are more oriented towards practical convenience so that the resulting work is by the concept. The basics of photography as a foundation for creating a photographic work consist of 3 important elements. First, lighting plays a key role in delivering the shapes and colors of objects to the film that records them into permanent images. Secondly, visual quality relates to the photographer's ability to select the objects to be photographed as well as the ability to convey the atmosphere and dimensions that constitute the expression of the photograph. Lastly, the selection of the background greatly influences the final result of the photo.

In photography, shooting requires light, be it natural light such as the sun, moon, or stars, or artificial light such as a flash. Light plays an important role in shaping the atmosphere and aesthetics of a photo. Good lighting can create dramatic and impressive visual effects. Furthermore, visual quality in photography is related to the photographer's ability to choose a subject, take appropriate poses, and arrange an interesting composition. The use of techniques such as focus, time management, and background selection also contribute to the outcome of the photo. The selection of the right photo setting also plays a big role in creating interesting photos. Regardless of whether the shoot is indoors or outdoors, the chosen background should match the concept of the shoot and support the message to be conveyed.

In the overall photography process, a photographer must combine technical knowledge with artistic ability. This involves an understanding of light, composition, visual quality, and background selection. By mastering these fundamentals, a photographer can create stunning and meaningful works. In the activity of photography, experience, and intuition are also invaluable. Photographers need to be able to sense the right

moment to shoot and capture the essence of the subject with emotion. Patience, creativity, and curiosity are also important attributes in the world of photography. To create meaningful and memorable photographic works, a photographer must bring all these elements together well. With sufficient knowledge and skills, a photographer can produce photographs that inspire and captivate viewers.

4. Conclusion

Based on the discussion above, then could take the conclusion Among other: 1) This program aims to provide training on modeling techniques in photography to photo models at the KERIAHEN Sewing Skills Course Institute. This includes an understanding of posing, expression, and lighting, as well as adaptability to the photographer's commands. 2) The service team provided education on the basics of photography and visual content creation. This aims to enable KERIAHEN to create high-quality photographs for their marketing purposes. 3) In addition to photography and modeling techniques, the program also focused on developing promotional skills through social media. The service team guided how to utilize social media effectively to increase KERIAHEN's visibility and attract potential course participants.

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