

Zenith Graff Promotional Video

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ABSTRACT

Zenith Graff is an independent business engaged in graffiti art and the provision of its supplies, and is recognized as the first graffiti store in the city of Padang. This business was established due to the limited availability of graffiti supplies in Padang, enabling graffiti artists (commonly known as "writers") to meet their needs without having to travel outside the city. However, the main issue is the absence of a promotional medium for Zenith Graff, resulting in its presence not being strongly established. The design method used is the 4D model, consisting of four stages: the first is Define, which identifies the main object of the design; the second is Design, which determines the plan for the highlight video media; the third is Develop, which focuses on developing promotional strategies; and the fourth is Disseminate, which involves testing the media with the target audience. The data used in this project was obtained through environmental observation in the city of Padang, as well as direct interviews with the owner of Zenith Graff to gather information about the business, and interviews with target audiences who are interested in graffiti activities in Padang to gain insight from active practitioners. In addition, documentation was carried out at several spots in the city and through observation of written documents, images, and digital materials. The final product is a promotional highlight video, designed based on promotional theory as a reference for applying the principles of digital media promotion. This promotional work emphasizes the products available at Zenith Graff and showcases their use in action as a representation of street art.

KEYWORDS

Zenith Graff, Grafitti, Promotion Video, Street Art, 4D Method

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INTRODUCTION

Art can be created anywhere, one of which is street art. Street art is a form of visual art that is usually applied in public spaces, such as bus stops, roadside walls, pedestrian bridges, transit areas, and even public transportation. Although it is often considered an act of vandalism, street art is essentially an effort to express the emotions or ideas of an individual or group in public spaces. Street art encompasses several categories, one of which is graffiti and murals. Artwork can be expressed through various media or tools, as in graffiti art. Graffiti is often equated with mural art, though the two are fundamentally different. Unlike graffiti, mural art allows more freedom in technique, using various types of paint such as wall paint, wood paint, and even chalk, all of which can be utilized to produce images. Graffiti in geometric form seeks to explore lines and colors to construct engaging geometric fields of space. The focus is not solely on letterforms but also on the composition of lines blended with specific colors within the created space. Geometric ornaments are characterized by orderly and measured lines, contrasting with organic forms that are more challenging to symmetrize or repeat. In the city of Padang, graffiti has become both a lifestyle and a career for certain communities. Since graffiti is relatively new as an art practice, there are very few providers of graffiti supplies in the city. Many graffiti artists struggle to obtain materials such as spray paint, markers, and other tools, often having to travel outside the city to meet their needs. Zenith Graff is an independent business engaged in graffiti art activities and is recognized as the first store in Padang to provide graffiti supplies. Its establishment was driven by the limited supply of graffiti materials in the city, ensuring that writers (the term used for graffiti practitioners) no longer needed to go outside

Padang to access their supplies.

Initial interviews with the owner of Zenith Graff revealed that the store is still relatively unknown among graffiti artists in Padang. This is largely due to the ineffectiveness of previous promotional efforts, which resulted in weak dissemination of information about Zenith Graff's products. Additionally, declining product sales may be influenced by various complex factors.

Based on these issues, this study aims to design effective promotional media as a solution. Beyond the store's lack of visibility, graffiti artists also face challenges in obtaining supplies in Padang. The promotional medium selected is video, as it is capable of presenting innovative information by showcasing product samples in graffiti activities to target audiences, thereby increasing awareness. This medium was chosen for its accessibility and ability to be shared online anytime and anywhere.

The foundation for designing this promotional medium refers to promotional theory. Essentially, promotion is a marketing activity intended to disseminate information, influence, and increase the company's target market acceptance, purchase intention, and loyalty toward its products (K. Hasanah, 2015). In addition, this design draws upon video theory: video is a moving image recording or a television program presented through screens, broadly defined as an audiovisual medium that documents moments or events in moving images accompanied by sound (Kabelen, 2021). Cinematography also plays a role, as it concerns techniques for capturing images and editing them into sequences capable of conveying ideas (Anggraini, 2014). Audio-visual media, such as slides combined with audio recordings, are likewise relevant in this context (Purnomo, 2014).

The originality of Zenith Graff's promotional video design is an essential aspect to avoid plagiarism and ensure the uniqueness of the visual identity presented. Comparisons were made by reviewing similar works, such as promotional videos for creative stores, graffiti brands, or other visual promotional media from journals, theses, or trusted digital platforms. These comparisons covered aspects such as visual presentation techniques, color choices, audio tone, and thematic approaches. This analysis enabled the creation of a work that remains relevant while maintaining its own distinctive characteristics.

The purpose of this article is to explain the design process of a highlight promotional video as a solution to the lack of information media in Zenith Graff's business. Using the 4D method—"The 4D development model is a general model for developing various types of learning media, which can be applied across different forms of instructional design" (S et al., 1974)—this article seeks to demonstrate how the process of visual communication design can be systematically applied to create media that is not only visually appealing but also effective in conveying promotional messages to the target audience. It is expected that this article can serve as a reference for creative industry practitioners and academics in developing visual promotional strategies that align with audience characteristics and brand identity..

METHOD

This design applies the 4D method, which consists of Define, Design, Develop, and Disseminate.

1. Define

Define is the process of defining or identifying the object to be designed. At this stage, the focus is on identifying the Zenith Graff store by first understanding its background. The method highlights that the owner has experience in graffiti art, which allows the store to bridge the needs of graffiti practitioners in the city of Padang.

2. Design

The next stage is designing the media to be used based on the data obtained previously. The choice of video as the primary medium is based on current developments in science and technology.

3. Develop

This stage is the realization and development of the design previously determined, accompanied by promotional strategies for Zenith Graff in the form of a communicative promotional video.

4. Disseminate

The dissemination of media is carried out through digital platforms such as YouTube, targeting audiences who can be reached online via social media. Social media has significant potential for

increasing exposure due to its high accessibility.

RESULT AND DISCUSSION

The design process was carried out through several stages:

1. Define

This stage successfully identified the main problem of Zenith Graff, namely the lack of effective promotional media, which caused the store to remain relatively unknown to its target audience. Market segmentation was also determined, namely teenagers and young adults aged 15–35 years who are interested in urban art and graffiti in the Padang area. Information was obtained from interviews with the owner and local graffiti communities.

2. Design

This stage involved developing a creative concept and visual communication strategy, producing several key elements:

a. Script

A script was first created to arrange the storyline of the video and serve as the main reference for the video's core ideas.

b. Storyline

Used for dividing the sequence of stories with detailed duration.

c. Storyboard

Served as a reference for image composition before the filming stage.

d. Moodboard

Set the urban atmosphere with dynamic colors as a guide for the key visual.

3. Develop

This stage began the production process using a cinematic approach to build a narrative that was engaging and aligned with the lifestyle of the target audience. The process included filming, editing, background music, and color grading to support the energetic and expressive atmosphere of the video. The final result was a video file in MP4 format with a resolution of 1920x1080 pixels.

a. Filming



Figure 1. Filming Process

b. Visual Effect

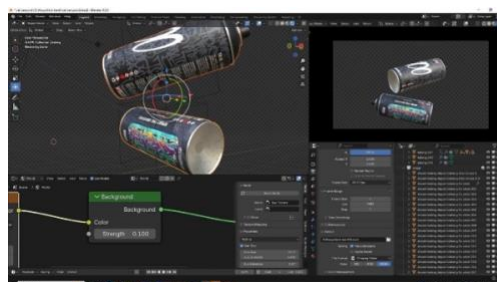


Figure 2. Addition of 3D Visual Effects

c. Editing

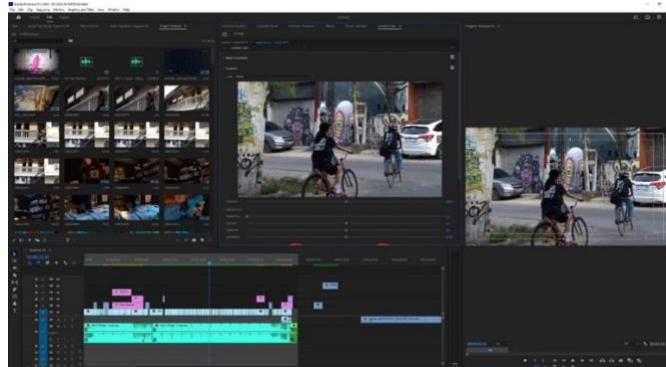


Figure 3. Editing Process using Adobe Premiere Pro

d. Rendering

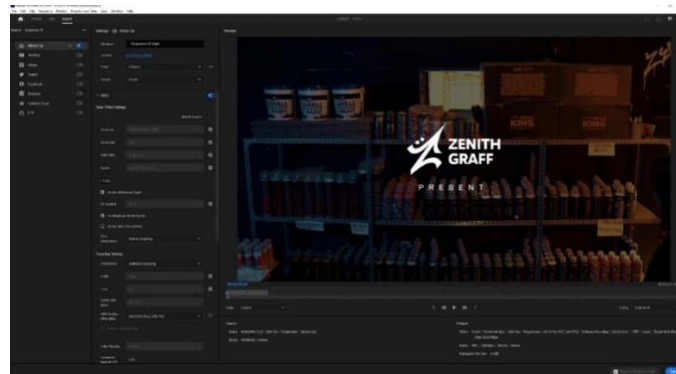


Figure 4. Rendering Process

4. Disseminate

The media was distributed through YouTube and supported by social media platforms (Instagram feed, Instagram Ads, Reels), as well as print media such as posters, X-banners, tote bags, T-shirts, keychains, and stickers. This strategy was adapted to geographic segmentation (Padang City), demographic segmentation (teenagers–young adults), and psychographic segmentation (urban art enthusiasts). Distribution considered both digital accessibility and the lifestyle of target audiences who are active on social media.

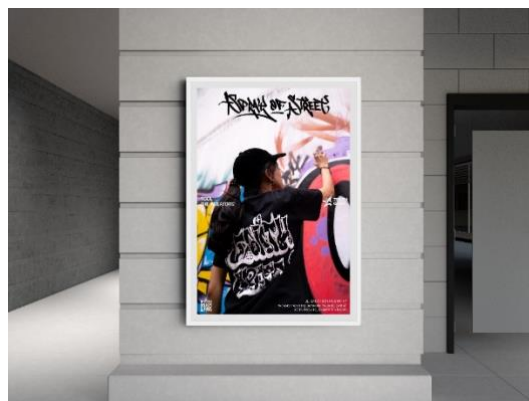


Figure 5. Poster



Figure 6. X-Banner



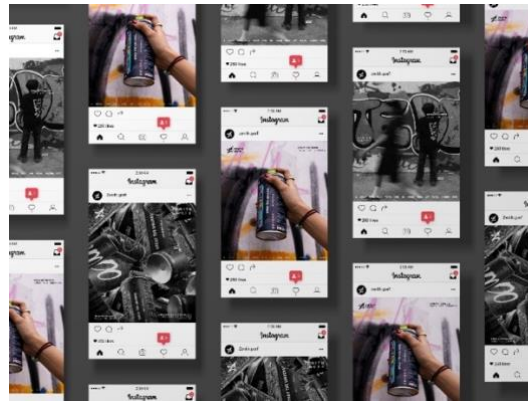
Figure 7. T-Shirt



Figure 8. Totebag



Figure 9. Keychain



Gambar 10. Instagram Feeds



Figure 11. Stiker

5. Main Media



Figure 12. QR Code – YouTube Link to the Main Media

The main media, uploaded on YouTube under the title “Zenith Graff – Spray of Street”, is a video that captures the energetic expression of street graffiti culture. Through bursts of spray paint

and spontaneous movement, the video portrays how Zenith Graff transforms urban spaces into meaningful canvases while showcasing the products available at Zenith Graff. With a strong urban backdrop, every moment in the video represents the authentic, raw, and free spirit of street art.

The designed media has fulfilled its role in informing products, reaching the audience with an urban style, and using strong street art visual language. This aligns with the purpose of media creation, namely as “a channel or intermediary from sender to receiver of messages” (Zakiah et al., 2014). The designed media followed a process from idea to final audiovisual product, consisting of many moving images with sound, to document and present experiences (College, 2008 The cinematic approach—through camera angles, color grading, and background music—effectively built an emotional atmosphere for the target audience. This is consistent with audiovisual communication theory, which states that the combination of sound and moving images is more effective in conveying messages both emotionally and cognitively (Andromeda, 2019 By leveraging social media and print media, the campaign not only reminded audiences of Zenith Graff’s presence but also created direct interaction with them. This reflects Kotler’s definition that “Marketing is one of the core activities necessary for a company, whether in goods or services, to ensure business continuity, as it directly connects the company to consumers” (Kotler & Keller, 2009 Furthermore, this aligns with the concept of promotion as “a process of influencing or persuading target audiences to purchase products or services, defined as a form of marketing communication aimed at informing and persuading target audiences to accept, purchase, and remain loyal to the company’s offerings” (Mamonto et al., 2021).

CONCLUSIONS

Zenith Graff is an independent business engaged in graffiti art and the provision of its supplies, and it is recognized as the first graffiti store in the city of Padang. This business was established due to the limited availability of graffiti supplies in Padang, so that graffiti artists, particularly in the city, no longer need to struggle to find them. The design of promotional media in the form of a video aims to make it easier to reach the target audience through social media platforms such as YouTube. In addition, it serves to strengthen the existence of Zenith Graff, since the promotional media previously used was not yet optimal. This study still has several limitations, both in terms of exploration and in evaluating quantitative impacts, particularly in measuring the effectiveness of the video in increasing awareness and directly influencing sales.

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