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DOI : 10.32734/lwsa.v7i2.2054  
Electronic ISSN : 2654-7066  
Print ISSN : 2654-7058

*Volume 7 Issue 2 – 2022 TALENTA Conference Series: Local Wisdom, Social, and Arts (LWSA)*



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## Production of Advertising Videos as Branding for UMKM in Medan City

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### Abstract

This research aims to produce a method for producing video advertisements for UMKM products in Medan City as a branding media. 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. Apart from that, this research was also carried out to produce advertising video concepts that were attractive, creative and economically valuable. 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. The research results concluded that promotional videos were able to convey the message well so that they got the desired response. When introducing and promoting a product or brand, using promotional videos can be an option. Publication of Medan City UMKM products through advertising video media can be done as an effort to increase brand awareness.

Keywords: Video; Branding; UMKM; Medan

### Abstrak

Penelitian ini bertujuan untuk menghasilkan metode produksi video iklan produk UMKM sebagai media branding UMKM Kota Medan. Penelitian ini didasari oleh keinginan untuk menghasilkan sebuah produk kreatif dan inovatif yang dapat diterapkan sebagai media promosi yang dapat bermanfaat untuk membangun kegiatan ekonomi kelompok UMKM Kota Medan. Selain itu penelitian ini juga dilakukan untuk menghasilkan konsep video iklan yang menarik, kreatif, dan bernilai ekonomis. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Proses penelusuran data dan informasi dilakukan dengan metode wawancara mendalam kepada ahli videografi, pelaku UMKM kota Medan, dan konsumen produk UMKM kota Medan sebagai informan. Hasil penelitian menyimpulkan bahwa video promosi mampu menyampaikan pesan dengan baik sehingga mendapatkan respon yang diinginkan. Dalam mengenalkan dan mempromosikan suatu produk maupun merek, penggunaan video promosi dapat menjadi pilihan. Publikasi produk UMKM Kota Medan melalui media video iklan dapat dilakukan sebagai upaya untuk meningkatkan brand awareness.

Kata Kunci: Video; Branding; UMKM; Medan

### 1. Introduction

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.

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 (UMKM) level. 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.

In the author's observations and discussions with several UMKM s in the city of Medan, one of the main 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 *UMKM* s 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 in building digital marketing (Danesi, 2002).

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: 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.
- Production: 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.
- Post-production: The post-production 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 *UMKM* s 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.

One of the *UMKM* outlets in the city of Medan is Alfath Mart. 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 *UMKM* s 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 *UMKM* s, named Alfath Mart.

As an *UMKM* product outlet, Alfath Mart has advantages in creating products and shop displays, but still does not have the competence in terms of digital branding, especially for making good advertising videos. In the midst of today's digital (online) competition, skills in the field of digital advertising are certainly needed. For this reason, this research is presented to support and strengthen Alfath Mart's efforts in developing Medan City *UMKM* s 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 will be applied to the Alfath Mart store as an outlet for Medan City *UMKM* products. Having advertising videos can certainly have an influence on improving the marketing quality of Alfath Mart stores and have a good impact on the economic progress of *UMKM* s in Medan City.

## 2. Research Method

The method used in this research is a qualitative research method. In the process, data collection was carried out through in-depth interview techniques with *UMKM* actors. 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: 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.
- 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.
- Data analysis: 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.
- Trial: 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.
- Production: *UMKM* advertising videos through studio work. *UMKM* video works will then be uploaded on various social media platforms, YouTube, Facebook, Instagram and TikTok.
- Stage of summarizing the results.

## 3. Result

### 3.1. Interview with the store officials

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.

### 3.2. Interviews with video 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.

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.

### 3.3. 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.

### 3.4. 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.

### 3.5. 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. There are several things that need to be considered before the live shoot or video shooting process, namely related to the most basic settings on the camera in order to get the results as planned in the pre-production process, namely as follows:

#### 3.5.1. Picture Style

Picture style (Fujifilm) uses neutral colors (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. :

- Sharpness : 3
- Contrast : -2
- Saturation : -1
- Color Tone : 4

#### 3.5.2. Video Resolution

Video resolution is set in HD 1920 x 1080 format with a frame rate of 25fps.

#### 3.5.3. Live Shoot Video

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.

#### 3.5.4. Video Data Processing

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

### 3.6. Post Production

#### 3.6.1. Mixing

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.

#### 3.6.2. Exporting

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.

### 3.6.3. Review

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.

### 3.6.4. 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 niagaumkm.com as a promotional medium for marketing Alfath Mart products.

## 4. Conclusion

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 *UMKM* 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:

- With this advertising video, it will be easier for the Alfath Mart store to promote Alfath Mart products.
- Consumers can understand more about Medan City *UMKM* products from Alfath Mart and are interested in buying Alfath Mart Medan *UMKM* snack products.
- 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)
- Taking pictures in an advertisement must focus on the object or item being advertised according to needs.
- Coloring and editing must be in harmony with the concept and theme, so that there are no oddities in the advertising video.
- 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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