

# **The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES) Taichung, Taiwan 3-6 March, 2022**

## **DESIGN AND DEVELOPMENT OF VIDEO TUTORIAL FOR CREATING SOCIAL MEDIA MARKETING CONTENT IN THE FOOD AND BEVERAGE BUSINESS USING THE MDLC METHOD**

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### **ABSTRACT**

Internet and social media have already been part of our lives. Nowadays, social media is not only used for communication and sharing but can also be used for business. By creating content in social media, we can use social media as one of our digital marketing strategies. This study aimed at designing and developing a video tutorial for creating social media marketing content in the food and beverage business. This study uses the MDLC (Multimedia Development Life Cycle) as the method. The result of this study is a video tutorial that is uploaded to YouTube. By designing and developing a video, we hope it can help others for creating social media marketing content.

### **INTRODUCTION**

Internet, social media, application, and communication technology have already been part of our daily lives. According to a January 2020 statistic, there are 4.54 billion active internet users, this covers 59% of the world population. Social media has already become an integral aspect for most people in the world. In 2019, there are 2.95 billion social media users. The total number of social media users globally is estimated to grow to 3.29 billion users in 2022 (Appel et al., 2020). Social media is a communication media that most internet users have, this includes creative entrepreneurs in Indonesia (Sholihin et al., 2018). Using social media has already been part of our daily life. Social media can be used for business and to create community (Kamhar & Lestari, 2019). Digital media and social media have also often been used to build awareness of public services. People spend more time searching online for information about products and communication services with other consumers about their experiences and engaging with companies. 70% of the active users of social networks visit social media sites for product information before buying a product (Shareef et al., 2019). Organizations are responding to consumer behavior by making digital and social media an important component of business marketing plans. Social media can help companies connect with

their customers, increase brand awareness, influence consumer attitudes, receive feedback, help improve existing products and services, and increase sales (Dwivedi et al., 2020). Social media marketing is a process to attract people's attention to a brand through social media. Social media have been largely implemented as an effective mechanism that promotes marketing goals (Ziyadin et al., 2019). Social media marketing is gaining increasing popularity as an essential technological tool for improving marketing effectiveness and efficiency (Shen et al., 2019). Social media marketing focuses on creating content that will grab users' attention and encourage them to share it with other users (Ziyadin et al., 2019). Social media marketing can help companies achieve their marketing goals relatively lowly. Companies can get significant benefits by making social media marketing a part of their business strategy (Dwivedi et al., 2020). The growing social media should be followed by electronic payment methods or other online media that can support increasing business income. So it is not surprising that some entrepreneurs who cannot master information technology, especially in the field of digital economy technology, will eventually lose in business competition (Sholihin et al., 2018). One of the most important things in running a business is promotional activities to market products or services. According to data compiled by the Emarketer agency, the trend

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of using mobile devices in Indonesia for Facebook visits is 87.5%, and most of its users are between 16-35 years old. According to Emarketer data, the second most popular use of social media Instagram (Tresnawati & Prasetyo, 2018). According to data from the Indonesian Food Truck Association, at least 70 food truck businesses are already running in Jakarta. This number has increased 1-fold compared to 2017. One of the factors for this increase is due to social media marketing. Without the help of publications through social media, it is difficult for business people to be able to compete and get customers (Faozi & Yani, 2020). Video media is one type of learning that can be used in learning activities by involving hearing and vision (Nopiana et al., 2020). Video tutorial media is a tool or media that explains the work steps related to learning. Users can play the tutorial video repeatedly to help understand the learning process (Putri & Iswari, 2018). One method that can be used in developing video tutorial media is the Multimedia Development Life Cycle (MDLC) method. The MDLC method is a method that uses six stages, namely: concept (Concept), design (Design), collection of materials (Material Collecting), manufacture (Assembly), testing (Testing), and distribution (Distribution) (Mustika et al., 2018). Based on the above background, the author will conduct a study entitled "Design and Development of Video Tutorial for Social Media Marketing Content in the Food and Beverage Business Using the MDLC Method".

## **PROPOSED INNOVATION**

Based on the facts that have been discussed above regarding the usage of video tutorials and social media for business, we conducted research to make a video tutorial that aims to teach about how to design and create social media marketing content. The purpose of this research entitled "Design and Development of Video Tutorial for Social Media Marketing Content in the Food and Beverage Business Using the MDLC Method" aims to create a video tutorial that aims to teach about how to design and create social media marketing content using

Multimedia Development Life Cycle (MDLC) method.

## **LITERATURE REVIEW**

This research entitled "Design and Development of Video Tutorial for Social Media Marketing Content in the Food and Beverage Business Using the MDLC Method", based on several research that has been conducted previously, namely as follows: The research that has been conducted by Sutrisman et al., (2019) is the research that is the main basis for developing the topic of this thesis. This research is about applied research on profile video design to introduce the Computer Engineering study program to the public. This research uses the MDLC (Multimedia Development Life Cycle) method which consists of 6 stages, namely concept, design, material collecting, assembly, testing, and distribution. In the concept stage, they design the type and purpose of the project. Then proceed with the design stage which contains the script and storyline at the time of project creation. At the material collecting stage, they collect the required images, videos, and audio. The assembly stage is done by compiling the recordings and the collected materials into the final result. The next stage is testing, testing is carried out for re-checking. At the distribution stage, they distribute the results of the video. The result of this research is a profile video of the Computer Engineering department with a duration of 7 minutes 54 seconds and in MP4 format. Video profiles were also tested on 10 respondents and concluded that the videos produced were interesting and conveying information was easy to understand. The next research is conducted by Tinjal et al., (2019) which is applied research conducted to increase students' motivation in learning animation lessons using video tutorial media. This research uses the MDLC (Multimedia Development Life Cycle) method which consists of 6 stages, namely concept, design, collecting material, assembly, testing, and distribution. At the concept stage, they determine the application that will be used and determines the purpose of the product. Next is the designstage, they design the script and storyboard, designs the video layout, and

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design the environment. At the material collecting stage, they collect all the materials needed, namely fonts, images, videos, and audio. The testing phase is carried out by system testing and user testing, the purpose of the test is to find out whether the video is as planned and functioning properly. At the distribution stage, they display the video on the projector and distribute it via flash disk or CD-ROM to users. The result of this research is the application of video tutorials for animation subjects for class XI students. The next research is research that has been conducted by Sari & Abdullah, (2020) is research on cinematographic techniques. The cinematography technique is a framework for realistic image editing, then the captured images are arranged into a story idea. In the cinematography technique, several aspects are taken into account so that each camera recording can become a complete image that can tell a story. In making videos, cinematography has an important role so that videos can convey messages and are interesting to watch. Cinematographic techniques include shoot type, camera movement, composition, continuity, camera angle, cutting, lighting, sharpness, and object movement. Furthermore, other supporting research conducted by Purwasi et al., (2019) is applied research that makes a promotional video for the Ranu tourist attraction. This study aims to introduce tourism objects to the public and develop tourism objects. The shooting technique used by them is different for each scene so that the resulting video is more interesting. The resulting video is also captioned for additional information. The research process is carried out by planning a storyline, then continuing with the production stage according to the plan. The software used in this research is Adobe Premiere CS3, Adobe Photoshop CS3, and Adobe After Effects CS3. The last supporting research is conducted by Utama & Arcana, (2019) is research on making learning videos for high school students uploaded to YouTube and testing the feasibility of using YouTube as a distribution medium. This research was conducted by analyzing problems, designing videos, and conducting tests on students. The

resulting videos are uploaded to YouTube and students access the learning videos via YouTube. The results showed that Youtube learning was feasible to use.

Year	Name of writers	Conclusion
2019	Sutrisman, Adi Widodo, Slamet Amin, M Miftakul Cofriyati, Ervi	This research uses the MDLC method to design video.
2019	Tinjal, Troy Erza Sangkop, Ferdinand Ivan Wonggo, Djafar	In this research, the MDLC method was used to design a video tutorial.
2020	Sari, Rika Permata Abdullah, Assyari	This research uses cinematographic techniques as one of the processes in implementing video design.
2019	Purwasi, Riyanti Suci Hendrawan, Faldi Ramadhan, Ahmad Zakiy	In this research, the use of Adobe Premiere CS3, Adobe Photoshop CS3, and Adobe After Effect CS3 as applications in video design.
2019	Utami, Nopi Tri Arcana, I Nyoman	In this research, the research output is uploaded to YouTube as a distribution medium.

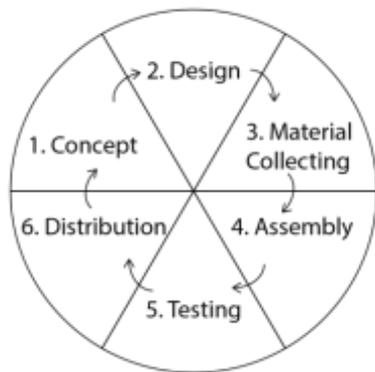
**Table 1.** Literature Review Conclusion

From these studies, we conducted this research, namely designing and developing a video tutorial using the MDLC method as carried out by (Sutrisman et al., 2019) and (Tinjal et al., 2019). We would also use cinematographic techniques to design videos as done by (Sari & Abdullah, 2020) and use software such as Adobe Premiere Pro, Adobe Photoshop, and Adobe After Effects as was done by (Purwasi et al., 2019) for this research. Research results will be distributed as is done by (Utami & Arcana, 2019) by uploading to YouTube. Thus, the conclusion is obtained as the main basis for starting the design of a video tutorial for social media marketing content.

## METHODS

This research uses the Multimedia Development Life Cycle (MDLC) method, which can be seen in **Figure 1**

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**Figure 1.** MDLC diagram  
Source (Mustika et al., 2018)

The Multimedia Development Life Cycle (MDLC) research flow contains 6 stages, namely concept, design, material collecting, assembly, testing, and distribution. These six stages are not necessarily sequential in practice, these stages can exchange positions. However, the concept stage should be the first thing to do. The concept stage determines the purpose and who the user of the program is. The design stage is manufacture Specification regarding program architecture, style, appearance, and material requirements for the program. The material collecting stage is collecting materials by the needs done. The assembly stage is making all objects or multimedia materials. The testing stage is done after completion of the manufacturing phase by running the application and seeing if there is any error or not. The distribution stage is the application will be stored in a storage medium.

## RESULT AND DISCUSSION

This research is a type of applied research that aims to design and develop a video tutorial about designing and creating content for social media marketing. The research flow used is using the Multimedia Development Life Cycle (MDLC) method. At the concept stage, the purpose and users of the video will be determined. The purpose of this research is to design content on social media, and the target users are Food and Beverage business content, designers Next is the design stage, video tutorial will be designed which will be made in the form of a

storyline. The storyline that has been created will be explained in **Table 2** below:

Storyboard	Visual	Audio	Estimated duration
1 Intro	Video: Opens with greetings	Background music and speaker's voice	15 seconds
2 Explains about the video material	Video: The speaker explains the material and is equipped with writing and pictures	Background music and speaker's voice	15 seconds
3 Explains about the collaborating parties	Video: The speaker introduces and briefly explains the parties who are collaborating with the speaker in this video. Videos are also equipped with text and images.	Background music and speaker's voice	25 seconds
4 Puts into practice the material that has been delivered	Video: Speaker practices the material explained. Photo: The results of the speaker's practice	Background music and speaker's voice	1380 seconds (23 minutes)
5 Outro	Video: The speaker closes with greetings	Background music and speaker's voice	15 seconds

**Table 2.** Storyline

The material collection stage is divided into two, namely video material and video making material. The collection of video material is done by studying the material on the Facebook Blueprint. The materials that will be quoted by the author will be mentioned in **Table 3**. The author chooses material that is included in the scope of the video tutorial so that material that is outside the scope of the video tutorial is not quoted. After that, the material will be summarized and rewritten to be used as material in the video tutorial. Materials for making videos are images such as vectors for symbols, sound for intros, background music, sound effects, and outros and video capture of material explanations.

Material Title	Contents
1 Decide who you want to reach	Define and understand about target customers.
2 Map the customer journey	Study and define the target customer's journey.
3 Set marketing goals	Define marketing goals.
4 Select your social media channels	Choose the right social media to use.
5 Create and manage a content calendar	Create and manage calendars for content that has been created.
6 Create authentic messages	Learn the important elements in creating content and the things that need to be considered in content creation.
7 Plan what to post on Instagram	Learn how to create concepts for content and upload content on Instagram.
8 How to make your Instagram content stand out	Determine the characteristics so that Instagram content has its own uniqueness and use marketing objectives to develop content.
9 Go live on Instagram	Learn how to live on Instagram and connect with target customers.
10 Get Discovered With Hashtags	Learn how to use hashtags to make content easier for your target customers to find.
11 How to create a quality Instagram feed post	Learn how to create content plans and create content that can attract the attention of your target customers.
12 Creative tips for Instagram Stories	Learn the importance of Instagram Stories and how to create content on Instagram Stories.

**Table 3.** Facebook Blueprint materials

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At the assembly stage, combining the collected materials in the form of video recordings based on the collected materials and taking pictures according to the storyline that has been made. The photos that will be inserted into the video will be edited in Adobe Photoshop CC 2020 and Adobe Lightroom Classic CC. After that, it was continued with the video editing process in the Adobe Premiere Pro CC 2020 application and adding effects, text, and transitions in the Adobe After Effect CC 2020 application. The result of this stage was a video with a 16:9 ratio, with the H.264 codec and with a duration of 24 minutes. Following are screenshots of the video



**Figure 2.** Screenshot of video tutorial mentioning Meta for Business



**Figure 3.** Screenshot of video tutorial explaining about interest in the target audience



**Figure 4.** Screenshot of video tutorial explaining about collaborating partner



**Figure 5.** Screenshot of video tutorial explaining about awareness in the customer journey



**Figure 6.** Screenshot of video tutorial about taking social media content material

The testing stage is carried out after completing the assembly stage by re-watching the tutorial video whether there are still errors or not. The first stage of testing is carried out by us and the second stage of testing is carried out by sample users. The last step is the distribution stage, the video will be stored in the storage media on the laptop and will be uploaded to YouTube. We hope that our research can be one of the steppingstones to other research that uses MDLC or video tutorials as a learning medium.

## LIMITATIONS

In the research that has been conducted there are several limitations and also obstacles that we experienced. The following are the limitations and obstacles encountered during the development period in the research that we carried out:

1. Due to the COVID-19 pandemic, we have difficulty collecting materials with a collaborating partner.
2. The limited scope of materials due to lack of human resources and budget.

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## FUTURE WORK

From the results of research conducted in designing and making a video tutorial that aims to teach about how to design and create social media marketing content., we can conclude that:

1. The need for online interactive media that can overcome problems in communication during the covid-19 pandemic.
2. The need for funding in the project to facilitate the initiation process during video development.

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