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Design and Implementation of Multimedia Product on CV. Jocaidy Pelita Cemerlang

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Abstract

Information about a company is an important point of any business. Interest and decisions in business cooperation begin with knowing information about the company to work with. One of these information can be known through a company profile. UIB collaborate with CV. Jocaidy Pelita Cemerlang (JPC) in compiling a company profile company that serves scale problems in Batam City. The cooperation begins with an agreement in the form of a MoA and MoU between the UIB and CV. Jocaidy Pelita Cemerlang. The preparation of the company profile is carried out by collecting information and observing the company, then continued with the preparation with the help of the Canva application. The result of this collaboration is in the form of a company profile that provides information about JPC. It is hoped that this project can be useful for JPC and become an inspiration for other companies to develop their business.

Keywords: *Company Profile, Information, Cooperation*

Introduction

JPC has been around for more than 20 years. However, JPC has limitations in marketing and corporate administration. Mr. Edy as a business owner does every job himself from bidding, administration to work in the field. Regarding work in the field, Mr. Edy relies on honorary personnel in the project according to the needs of the work. In the marketing aspect, the services of JPC are often known only from word-of-mouth information between company officials. These shortcomings are certainly an obstacle for JPC to develop faster and trouble its own owners due to the absence of a division of work.

As a partner of JPC in the implementation of Community Service Activity (CSA), student will assist JPC in the scope of marketing and company administration. In the scope of marketing, student will assist JPC in making company profile videos and perfecting the *company profile* that has been owned by JPC. Meanwhile, in the scope of administration, student will assist JPC in creating a simple system of transactions from JPC.

Adieb (2022) argues that a company profile is a general reflection of a company that contains some information about the company and has the purpose of

informing readers about the products and services and activities of a company. Aramja et al. (2021) In the article, it is mentioned that the company profile can indicate the state of the company and become one of the criteria in making business cooperation decisions. Company profile can be created by the company according to marketing needs and company needs. The more attractive of company profile design, the more possibility of audience can be to cooperate with the company. Mcguire (2020) said that companies can create different and unique and informative designs with unusual media, but the messages and information from the company profile are still conveyed. Wardhani et al. (2019) who compiled the company profile program suggested to his readers that good use of video in the company profile would be better and more attractive to the recipients of the company's information.

This project is targeted to help the company to be better known by potential customers through *a company profile video* that is easily accessible to the public. In addition, the creation of company administrative documents will also help companies in facilitating annual tax reporting in the future and make it easier for companies to access information about transactions that occur to find out the profit or loss of the business that is running.

At the end of the implementation of this project, the products that will be handed over by student to JPC as CSA partners are in the form of *company profile video* data and *company profile files* (in pdf and pptx formats), as well as how to use them. In addition, another product that will be handed over to JPC is a document in *Excel* format containing company administration data and how to use it which will then be used by JPC after this CSA ends.

Methods

The data used to compile the following activity outputs were collected through interviews with CSA partners and observations in the field. The data needed is such as identity and general company information that can be obtained through interviews with CSA partners as well as data such as pictures or videos of work done by CSA partners obtained through direct observation in the field.

The output of the activity will be designed and compiled by student with the help of a supervisor and with an assessment from CSA partners to determine whether the output is in accordance with the partner's expectations or not. The output in the form of a company profile will be designed with the help of the Canva application, while the *company profile video* will be compiled with the help of the Filmora application and the company's administration system will be compiled through the Microsoft Office Excel application.

1. Preparatory Stages

CSA preparation will begin by looking for CSA partners who have problems in their business first. If an appropriate partner has been obtained, discussions and work agreements will be carried out between the two parties to resolve the problems owned by the CSA partners. The preparation stage is continued with the contract process in the form of signing a Memorandum of Agreement (MoA) and *Memorandum of Understanding* (MoU) as well as submitting a CSA Cover Letter to CSA partners. If both parties agree on the project to be carried out, the process

will continue with the submission of the CSA Proposal to Universitas Internasional Batam as the first party in cooperation between parties in this project.

2. Stages of Implementation

The implementation of CSA will be carried out by collecting information about the company first. Information collection is carried out for the work on company profile video products and *company profile files*. Next, student will look for references regarding administration for products in *Excel* format. After the information collection is carried out, student will continue their work with the manufacture of products. When the product manufacturing is completed, the product will be handed over to the partner and there will be training from student to the partner to ensure that the product can be used properly and correctly. After that, student will monitor the implementation of the product according to the monitor schedule and evaluate each *monitoring* activity when there are some obstacles, or errors in implementation.

3. Assessment Stages

The assessment in this project activity is carried out by CSA partners as parties who receive project assistance and supervisors as supervisors and directors of activities. The assessment is carried out at the end of the activity and objectively in accordance with the results and process of running the activity based on a comparison of conditions before and after the output is carried out.

4. Stages of Reporting

Reporting is carried out by student after the entire series of activities are completed. Reporting is carried out as a form of responsibility for the activities that have been carried out.

Table 1: Project Budgeting

No.	Activity	Use	Qty	Unit	Price	Total
1	Observations and interviews	Consumption	10	Times	Rp 50,000	Rp 500,000
		Transportation	10	Times	Rp 50,000	Rp 500,000
		Internet Connection Fee				
2	Project Planning	Company Profile Preparation Fee	1	Times	Rp 1,000,000	Rp 1,000,000
		System Design Cost	1	Times	Rp 1,000,000	Rp 1,000,000
3	Implementation Assistance	Transportation	10	Times	Rp 50,000	Rp 500,000
		Consumption	10	Times	Rp 50,000	Rp 500,000
4	Report Designing	Consumable Shopping Costs	1	Times	Rp 500,000	Rp 500,000
		Miscellaneous fees	1	Times	Rp 500,000	Rp 500,000
Total Budget						Rp. 5.000.000

Result and Discussion

The outputs in this project are designed according to the company's demands and consider to the target marketing objectives of the project external products. In this project, student assist the company in preparing a company profile, *video company profile*, and company administration system in a simple way. *Company profiles* and *company profile videos* are compiled with the help of the Canva application. The company's administrative system is rearranged from the system that has been owned by JPC through the Microsoft Office Excel application. The outputs that have been prepared are planned to be used by JPC in its business activities. The rearranged administrative system has been used by the company as a recap of JPC's monthly transactions. Meanwhile, company profile and *video company profile* will be used in company marketing. The conditions after implementation indicate that JPC feels more facilitated by using a system that has been improved. This convenience occurs because the system is simple and not difficult to understand. Meanwhile, in company profiles and *video company profiles*, JPC feels that they benefit because they are more trusted by their customers for their services. In addition, potential customers also feel more confident to choose JPC because it has proven to be good in their business field.

Picture 1: JPC's Company Profile Pages



Picture 2: JPC's Transaction Administration

Conclusions

CV. Jocaidy Pelita Cemerlang (JPC) is a company engaged in the sale and repair of scales in Batam City. JPC has been established since 2000 and has been trusted by many companies in Batam City. The projects carried out in this CSA are the preparation of company profiles, video company profiles and improvements

to the company's administrative system. Student assist JPC in the preparation and submit the output of the activity to JPC for implementation. JPC felt helped in terms of improving the company's name in Batam City and facilitated in terms of marketing and company administration.

Based on the observations during this CSA, some of the suggestions submitted for JPC are as follows:

1. JPC should be able to continue, improve or develop the outputs that have been submitted from student to JPC as business partners in accordance with business development and time. Developments are certainly necessary so that the company can adjust to the existing economic dynamics.
2. JPC should be able to keep up with the flow of the economy and technological developments so as not to be left behind by the development of competing companies that can beat JPC in business competition.
3. JPC should be able to enable services and information channels to customers with social media such as Instagram, Facebook, or TikTok that can be reached by the wider community and potential customers easily and quickly.

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