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Development and Implementation of Profile Videos as an Effective Promotion Media for Al-Azhar Batam Vocational School

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Abstract

School competence becomes one of the factors influencing students' desire to continue their education. A new profile video can provide an overview of the school's competence and advantages, making both students and parents more interested. The educational institution, SMK Al-Azhar Batam, is grounded in Islamic knowledge and practices. It was founded on July 2, 2002, and is a private educational institution managed by the Al-Azhar Batam Islamic Foundation. I conducted a Community Service (PKM) activity with SMK Al-Azhar Batam, which involved creating a new profile video for the school. The video aims to showcase the school's competence and strengths based on a storyboard and video concept developed through qualitative data collection using observations and interviews. The video production includes capturing partner video recordings and editing and rendering the video using Adobe Premiere Pro 2022 software, resulting in a new profile video for the partner. The completed profile video will be sent to the partner to be uploaded to the official SMK Al-Azhar Batam YouTube channel.

Keywords: *Video profile, SMK Al-Azhar Batam*

Introduction

With the ongoing development of time, the techniques and strategies for promoting educational institutions undergo significant variations. In the context of this project, it is planned to develop a profile video with the aim of providing a comprehensive overview of the school, including its potential and competencies. With this approach, it is hoped that this profile video will attract the attention of both students and parents, inspiring them to feel interested and motivated to choose the school as the place to continue their education.

Al-Azhar Batam Vocational School, as an educational institution, has strong roots in the knowledge and practical application of Islamic teachings. Established on July 2, 2002, the school holds the status of a private educational institution managed by the Al-Azhar Batam Islamic Education Foundation. Located strategically in Baloi Indah, Gn. Bromo Street, Pelita Village, Lubuk Baja District, Batam City, Al-Azhar Batam Vocational School has a clear vision: to shape resilient Muslim individuals grounded in Islamic values while also possessing a profound understanding of Science and Technology.

The importance of the role of Science and Technology (IPTEK) in the development of the world and human civilization is also reflected in the educational approach adopted by Al-Azhar Batam Vocational School. Through this vision, the school is committed to preparing students well in terms of mastering Science and Technology, which will serve as a crucial foundation in facing the challenges of the modern world (Manoban, 2022).

The main mission undertaken by Al-Azhar Batam Vocational School is to provide vocational education that not only complies with current standards but is also relevant to the needs of the industry and business world today. In carrying out this mission, the school strives to create an innovative and supportive learning environment, allowing students to acquire knowledge and skills that align with the demands of the workforce upon their graduation.

Therefore, this profile video development project is not merely a promotional effort but also a tangible representation of the dedication and commitment of Al-Azhar Batam Vocational School in shaping a young generation that excels in scholarly, religious, and relevant technical expertise.

The factors influencing the interest of junior high school students to pursue further education are affected by several elements. These factors may include curiosity and the competence of the desired school (Siti Nurmala, n.d.). Due to these factors, SMK Al-Azhar Batam requires a new school profile video that can showcase the competence and strengths of the school to both students and parents. Therefore, in accordance with the Community Service Action Plan of the Faculty of Computer Science at Universitas Internasional Batam, I plan to create and compile a profile video that highlights the vocational competencies of SMK Al-Azhar Batam through video recording and editing.

Methods

The data collection for this project is carried out using qualitative data collection methods. The data collection techniques employed include interviews and observations. Observation is a form of systematically and accurately observing important information about the investigated phenomenon. In other words, precise observation can be conducted both directly and indirectly. Interviews, on the other hand, involve oral conversations between two individuals, covering a specific issue (Mayasari, Purihastine, and Qibtiah, 2019). To determine the content of the new school profile video, interviews will be conducted with the Public Relations representative from the school.

The design of the school profile video for SMK Al-Azhar Batam will be carried out through several stages, namely:

A. Pre-Production

In this stage, a storyboard and essential content will be created to provide an overview during the video design process. Once the storyboard is completed, it will be submitted to the partner for adjustments and approval.

B. Production

This step is the stage where all video recordings will begin, captured according to the storyboard that has been approved by the partner in the previous stage. At this stage, the only necessary tool is a camera for recording and capturing photos.

C. Post-production

In post-production, all newly recorded videos will undergo a selection and matching process to be combined and arranged into a new profile video by editing using Adobe Premiere Pro. After the editing process is completed, it will be forwarded to the partner for approval or any revisions desired by the partner.

D. Implementation and evaluation

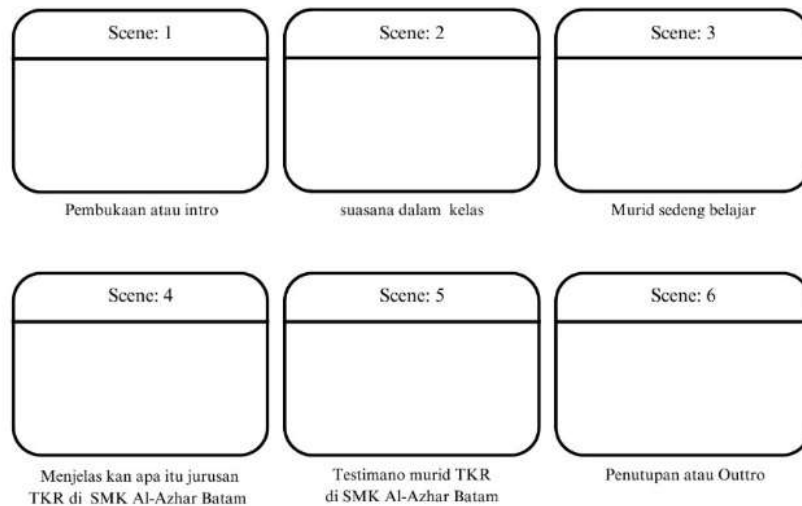
When the latest partner profile video has been approved by the school and supervising lecturers, the next step is the implementation process by publishing it on the partner's YouTube channel. After implementation, a performance evaluation will be conducted throughout the community service period to ensure future implementations can be carried out more efficiently.

Activity	2023													
	May		M / J	Juni				July				J / A	Agustus	
	3	4	5/1	2	3	4	5	1	2	3	4	5/1	2	3
Tahap Pengumpulan Data														
Observation & interview	X	X												
Tahap Pelaksanaan														
Pre-Production			X	X										
Production								X	X	X				
Post-production											X			
Tahap Evaluasi & Implementasi														
Evaluation with supervisor											X			
Evaluation with partner											X			
Tahap Pelaporan														
The preparation of reports and articles				X	X	X						X	X	
Finalization of the report and article.													X	X

Tabel 1: Jadwal Pelaksanaan

Result and Discussion

By using the Adobe Premiere Pro application, the video will be edited and rendered into a new profile video. The author will provide the new profile video to the school principal and the head of the Automotive Light Vehicle Engineering department with the hope that it can better introduce the Automotive Light Vehicle Engineering program.



Tabel 3: Storyboard scene

From the storyboard above, it can be seen that in scene 1, the author will start the video with an introduction or opening of the SMK Al-Azhar Batam school profile video. This is followed by scene 2, where the author shows the atmosphere of practical classes conducted by students, followed by scene 3, which depicts students actively engaged in practical activities. Next, in scene 4, the head of the department will provide a brief explanation of what the Automotive Light Vehicle Engineering program is at SMK Al-Azhar Batam. Scene 5 involves students explaining the facilities and the subjects they can learn in the Automotive Light Vehicle Engineering program at SMK Al-Azhar Batam. Finally, in scene 6, the profile video concludes by displaying the department's logo and the school's logo.

In capturing video recordings for this project, the camera equipment used is the Sony Alpha 7S III with a f2.8 24-70mm lens.

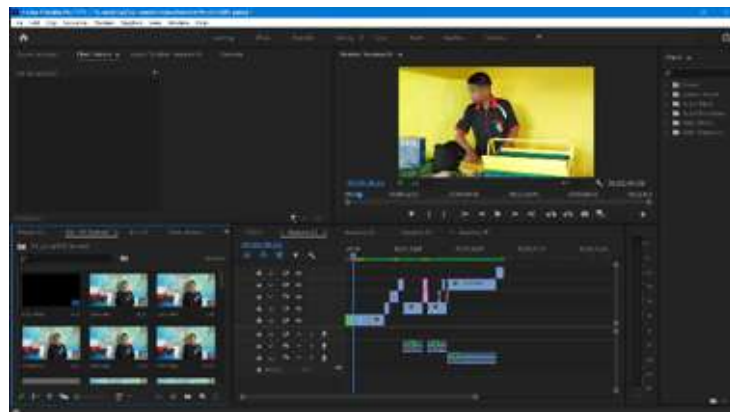


The software used to edit and render the video for this project is Adobe Premiere Pro 2020. Adobe Premiere Pro 2020 is a time-based video editing application developed by Adobe Systems and published as part of the Adobe Creative Cloud licensing program. The author chose to use this software because it is easier and more convenient for video editing.

A. Implementation Process of Outputs

The stages involved in carrying out this activity begin with the Pre-Production stage, where the author conducts observations and interviews with the partner to gather ideas and concepts for the video. The created concept will be sent to the partner for alignment with their preferences.

After the Pre-Production stage, there is the Production stage where the author will visit the partner's location and capture the necessary photos and documentary video recordings according to the approved concept by SMK Al-Azhar Batam. The equipment used by the author in the video recording process includes the Sony Alpha 7S III camera with a f2.8 24-70mm lens, a shotgun microphone (Rode), and the Ronin RS2 gimbal. In this stage, the author captures various activities taking place in the school, as well as the facilities provided, along with explanations from the students of SMK Al-Azhar Batam about these activities and facilities.



In the intro stage, an image of the building of SMK Al-Azhar Batam will appear. Followed by Introduction by the head of the Automotive Light Vehicle Engineering department with some overview of the practical skills that will be learned by the students. The intro will showcase the atmosphere that will be experienced during the Automotive Light Vehicle Engineering practical classes, where everyone will actively participate in practical activities.

Once the intro is completed, the next stage will involve the head of the Automotive Light Vehicle Engineering department and students introducing themselves. After the introduction, a brief explanation of the Automotive Light Vehicle Engineering program at SMK Al-Azhar Batam will be provided. The student will explain the subjects learned in the Automotive Light Vehicle Engineering program and also provide reasons, highlighting the advantages of SMK Al-Azhar Batam.

After going through the production stage, we enter the final stage, which is the post-production stage. In this stage, the recorded videos from the production phase will be edited and rendered using the Adobe Premiere Pro 2022 application. Once the video has been rendered, the final output will be sent to the partner for review. The author will make revisions if there are any aspects that do not align with the partner's requests.

B. Condition After Implementation

The revised and approved latest profile video will be uploaded to the official YouTube channel of SMK Al-Azhar Batam as a promotional tool aimed at showcasing the partner's excellence and attracting the attention of parents and prospective students who are interested in enrolling at SMK Al-Azhar Batam.

No	Rancangan Aktivitas	Jenis Anggaran	Qty	Unit	Satuan	Jumlah
1	Biaya transportasi	Belanja Perjalanan	1	Orang	Rp. 850,000	Rp. 850,000
2	Akomodasi	Belanja barang non operasional	3	Paket	Rp. 350,000	Rp 1,050,000
3	Biaya sewa alat (Kamera)	Belanja bahan	2	Paket	Rp. 500,000	Rp 1,000,000
4	Biaya bahan, pengembangan	Belanja bahan	1	Paket	Rp. 1,200,000	Rp. 1,200,000
5	Biaya komunikasi	Belanja barang non operasional	3	Paket	Rp. 300,000	Rp. 900,000
TOTAL ANGGARAN						Rp. 5,000,000

Conclusions

SMK Al-Azhar Batam is a school founded on the knowledge and practice of Islam. Established on July 2, 2002, it is a private educational institution managed by the Al-Azhar Batam Islamic Education Foundation. The author conducted a Community Service activity with SMK Al-Azhar Batam, which involved designing a new profile video for the school. The profile video will showcase the competence and excellence based on the storyboard and concept created through the qualitative data collection process. The video creation involves capturing partner video recordings and editing and rendering the video using Adobe Premiere Pro 2022 software, resulting in a new profile video for the partner. The created profile video will be sent to the partner for review.

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