The Design of the Promotional Media as a Form of Anti-Passion Against the Decline of the Economist of Star Mılkshake During the COVID-19 Pandemic

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Abstract
The use of the internet in human life is made more accessible because the delivery of information and promotion in the MSME sector has become more structured and systematic, which makes visual communication media in the form of video the first choice used in addition to messages in the form of text, brochures or websites. The promotional video is an alternative form to increase the power of visitors and buyers to find MSMEs efficiently and quickly; Star Milkshake is an MSME that is engaged in the culinary field in the form of drinks with various compositions and flavors. In this study, the author uses the MDLC method, which explains in a structured manner starting from conceptualizing, designing, collecting data, collecting data, testing, and distributing. The result of this applied research is the creation of an increase in the economy and income of MSME owners from around 400 thousand per day to 600-750 thousand.

Keywords: Video, Promotion, MDLC, Star Milkshake

Introduction

Technological revolution that happens in the Infocomm industry brings positive in every aspect possible. The transmission of information makes it easy to digest and understand contradict to it being flexible with the sole subtence of a being called Internet. Internet is the demand in every aspect of establishment and framework, especially group of people that's trying to learn about how company sells and presented their product to the selected audiencepromotional (Pada et al., 2020). Company profile are two of the most used implementation to promote and sell the company product quoted that corporation profile is an assets of an organisation or managements which could be use as an image to build a business partnership and relations with other institutions, and based of that the conclusion of company profile and video is an online space with context like text,pictures,video animations and extra audio etc that's build by information about the company as a whole, with that comes improvement, promotions and increased good image in the process of retaining a business partnership with other organizations and corporations (Bilal et al., 2020). At today's age, MSME businesses venture are expanding exponentially, the expands effect of it brings positivity and potential that helps indonesian economy as a whole. But, theres so many kinds of business fields that causes encounter and a need to learn about millenial people nowadays countries suffers from Covid-19, a global phenomena of a disease, and one of them is Indonesia, the quarantine period causes economy to stop, affecting a lot of the let go of workers in so many institutions and organizations and one of the corporation is Star Milkshake, and with the lack of video and company profile it died on 2020, byproduct of a lack technological prowess. in the rate of technological progresses, information is a must need for everyone, especially ones with quality, practicality and clarity that facilitates the transmission of the information (Syaputra et al., 2022). While technology information has a lot of things to explain, multimedia sums 50% of it and also on the aspects that grows so quickly as social media is a frontrunner of used apps in people's life, with the format of audio-visual, it reaches people even more and promotes the image of the company more. Through a company profiles, most organisations can chose

which information that they wanted to gave away as a public image as it was made for that. It was made for targetted audience to understand in an efficient and easy to understand ways, thats captivated with animations, narations, background music and a presenter if needed (Salwa Zakiyyah, 2021).History of the company, vision and mision to show a clear way of company's own self, products, selling points and manpower, all of these are needed to explain to achieve a correct balance of understanding, implemented to the audience so we know whats the publications for Star Milkshake (Hisham, 2021). writers indulging his ideas and creatives writing from learning on International University of Batam. In this reasearch as a based, writers suggest that the best way to professionally introducing star milkshake as MSME business design to the main market is through a thorough company profiling. Using a flexclip Video Maker with a WIX Logo Maker, it completes the company profiling as a whole.

Figure 1. Star Milkshake

A milkshake is a cold drink made from milk, ice cream, and flavored syrup, whipped until frothy. In addition to being shaken with a blender, a milkshake can be made using a shaker with a lid (shaker). In the United Kingdom, milkshakes are only made from milk mixed with fruit or chocolate. According to most Americans, milkshakes are usually made from milk, ice cream, fresh fruit, or chocolate. However, for Americans living in Rhode Island or the neighboring state of Massachusetts, milkshakes are made without ice cream, only whipped milk with flavored syrup. Milkshakes that use ice cream are called cabinets because they used to be made with a shaker machine in the form of a small chest (cabinet). In New England, a milkshake made with ice cream is called velvet or frappe. The term frappe has been used since the 19th century for a type of iced drink. In French, frappé means to put on ice or cool, derived from the verb frap, which means to freeze or cool. In batam city, star milkshake make a change in the milkshake business by adding boba toppings and other flavors such as vanilla, oreo, tango, thai tea and so on.

Literature Review

Company video profiling is a clear explanation about the company as a whole to a public targetted audience, its been used by a lot of company since the digital era start. With a clear analysist on what the company should be doing on a move forward based on the feedback it got, company profiling provides one of the best ways for companies and organisations to not make a wrong move towards their targetted audience and the product they're trying to sell (Yuwono, W. 2020). Media is a place for public information to with a common element of text and pictures, and basically visual media is a place for information to be publicise in a representational way so that people find it visually (Adi N.F et, al 2023). With promotion, it could increased the attention for the targetted audience on the company itself and the product Adobe premiere is a video editing app that makes the writer professionally able to put up a promotional video well. In this part of research writer is a using method called quantitative research methods, it uses a systematic empirical investigation using statistical, mathematical or computational techniques that starts with data collection then proceed to statistical analysis using various methods such.

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Research Methods

Literature research is one of the oldest methods available. It is very economical and a lot of information can be gathered using such research. Online research or literature research involves gathering information from existing documents and studies which can be available at Libraries, annual reports, etc. Nowadays, with the advancement in technology, such research has become even more simple and accessible to everyone. An individual can directly research online for any information that is needed, which will give him in-depth information about the topic or the organization (Wilsa T, et, al 2022). Such research is used mostly by marketing and salespeople in the business sector to understand the market or their customers (Gunawan et al., 2023). Such research is carried out using existing information that is available from various sources, although care has to be taken to validate the sources from where the information is going to be collected. For example: A salesperson has heard a particular firm is looking for some solution which their company provides. Hence, the salesperson will first search for a decision maker from the company, investigate what department he is from and understand what the target company is looking for and what are they into. Using this research he can cater his solution to be spot on when he pitches it to this client. He can also reach out to the customer directly by finding a mean to communicate with him by researching online.
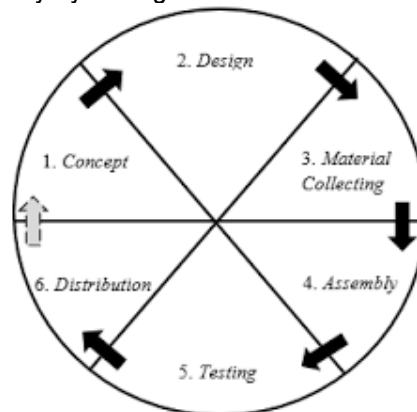

Figure 2. MDLC Model (Sutoppo, 2010)

MDLC methods in research include concept phase (design), concept (design), material collection, assembly (manufacturing), testing and delivery (delivery). The application of the MDLC method in this study can be divided into three phases. The first phase is ideas (concepts) and design, the second phase is material collection and application development, and the third phase is testing and distribution. In addition, research results from (the method for creating keyboard tutorial videos that can be used in this study is MDLC, which consists of six phases including ideas, design, documentation, assembly, testing, and the use of MDLC methods). Will be an interactive learning video for researchers will create an SLR (Systematic Tutorial Review) by Researcher X to find out the factors that influence online advertising. Up to 22 factors, 15 are from entertainment and are content for advertising stories in the form of audio or video. , Two-dimensional (graphic design) color selection is considered an important tool to attract the attention of the audience (Eryc, 2022).

Results and Discussion

MDLC is a multimedia product development cycle that begins with a product analysis, prodcut development, and launch stages, while it's almost similar to Software development Life Cycle or (SDLC), MDLC has its own unique characteristics related to the development and use of multimedia elements. Etymologically, multimedia comes from the word multisense. Multisense means numbers or plural and multimedia deliver information and messages through images, audio, video, and text. Therefore, linguistically, multimedia combines several media such as images, audio, video, and text to convey information or messages. This understanding is still very general. That is, it has not

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specifically shown how the form and process of its creation are. Every MDLC model does bear pros and cons all the time, one of these examples lies on Luther's model, it superiority lies in the Material Collecting and Assembly stages, which allow developing multimedia products to be faster because not all multimedia assets have to be developed from scratch. However, this model doesn't explicitly mention the interactice side for non-linear multimedia products. MDLC is formed after these five stages were concluded, namely initialization, blueprint desing, assets preparation, product development and testing & validation.

a. Initialization

The phase to determine companies proposes multimedia products that requested to be refined. It consist of draft initialization documents that determines the requirements for the product to be refined, the structure of the team involved, duration of work, and required budget. As it decided that Star Milkshake wants to develop a company video, the time scope for the making of the video has to be determine so that production pipeline and team composition will run effectively. İn this part writer will make concept about idea and also workflow for the output blueprint design that will make easier way on around part any else.

B. Blueprint Design

The most critical phase of the method as it will reference the entire product development process, this phase contains a detailed information on why the video profiling has to be made, targetted audience and how long it should be put up or should the video be replaced with a new one. Before entering a production phase, it needs reformed validation for the mockup so that theres not casual mistake.
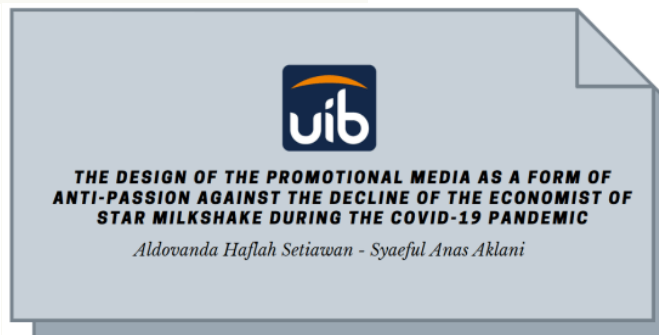

Figure 3. Blueprint design for opening video promotion

c. Assets Preparation

The assets preparation phase is a phase for preparing various forms of multimedia assets used in the production process. It contains various forms of multimedia assets in form of shared library that has been classified and independent so its ready to be integrated with other assets.
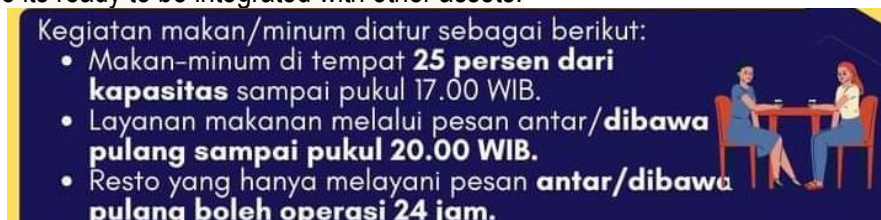

Figure 4. ppkm rules in batam

The PPKM rules in Batam become a limitation in the operation of Star Milkshake, which decreases the store's revenue. As a result, the owner of the MSME Star Milkshake plans to make a promotional video to increase the quality and income in the Starmilkshake economy.

D. Product Development

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The main phase of the entire MDLC process, its an accumulation of various minor production phases, like using the video editor, editing the visual and audio material as based so that it will integrated nicely as a final product for the company profiling video.
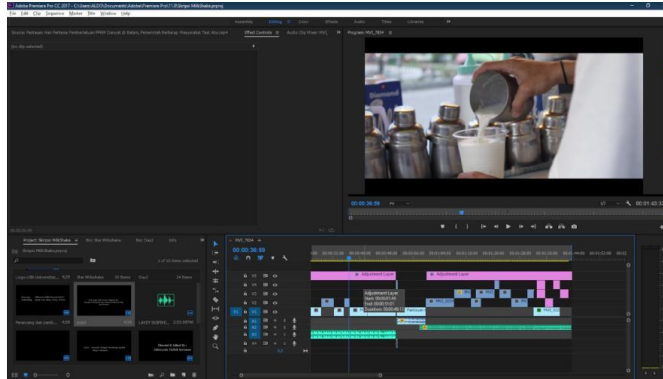

Figure 5. video implementation on adobe premiere

E. Testing & Validation

A result phase for the final form of the multimedia product that is video company profiling, validation in this phase will be carried out using the initial document in the initializaiton phase. after the phase is over, if there's an improvement needed, it will be done during this phase or after this phase if over.

Figure 6. testing and validation 1

Figure 7. testing and validation 2

Figure 8. testing and validation 3

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Figure 9. testing and validation 4

Figure 10. distribution on google drive

Table 1. Comparative income
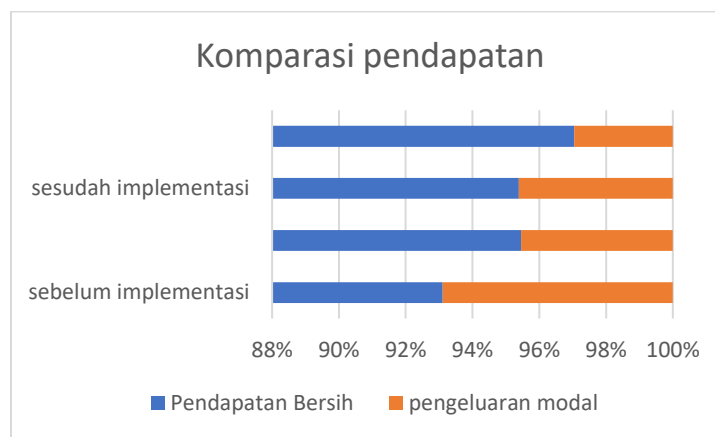

Table 2. comparative before and after video implementation

Row Labels	Average of Pendapatan Bersih	Average of pengeluaran modal
After implement H+7	641.000	31.000
After implement H+1	571.000	21.000
Before implement H-7	432.000	32.000
Grand Total	**553.750**	**26.250**

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Conclusions

Based on everything writer discussed and put in the paper, here are the conclusions of the paperwork

1. Specific reasons on why media profiling is so important as it written and research with media life cycle method, which needs correct balance, plan, and design so the company could reach an implementation that it wanted
2. One of the reasons of using DLC method is because of efficiency and clarity on the video profiling tools that it used when the company use a DLC method as a based
3. A very clear feedback from targetted audience so that the company can decide what's the next move that suits the company
4. Promotional video made by writers has a purpose of encouraging readers that how effective DLC method is, with a good video, easy to understand promotional brocure, and a digital banner if needed, these tools are a sure fire way to have a good promotional plan for the company

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