

Profile Video Design and Development of Ananda High School Batam

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Abstrak

Makalah ini merinci proses produksi video profil untuk SMA Ananda, sebuah institusi pendidikan swasta di Kota Batam yang didirikan pada tahun 2001. Sekolah ini telah mengalami kesulitan dalam hal visibilitas dan menurunnya pendaftaran siswa karena lokasinya yang berada di daerah pemukiman dan persaingan dari sekolah-sekolah yang lebih baru. Untuk mengatasi tantangan ini, SMA Ananda telah berkolaborasi dengan Universitas Internasional Batam untuk menghasilkan alat promosi digital dalam bentuk video profil. Pengembangan video ini menggunakan metodologi Multimedia Development Life Cycle (MDLC), yang meliputi serangkaian tahapan, termasuk pengembangan konsep, desain, pengumpulan materi, perakitan, pengujian, dan distribusi. Makalah ini menguraikan metodologi yang digunakan, proses yang dilakukan, dan dampak yang diantisipasi dari video profil terhadap kehadiran digital sekolah dan keterlibatan masyarakat. Tujuan dari proyek ini adalah untuk membuat video profil yang akan diunggah ke saluran YouTube dan situs web sekolah dengan tujuan untuk menarik calon siswa dan orang tua mereka.

Kata Kunci: Video Profile, MDLC, Konsep, Promosi

Abstract

This paper details the production process of a profile video for Ananda High School, a private educational institution in Batam City that was established in 2001. The school has been experiencing difficulties in terms of visibility and declining student enrolment due to its location in an older residential area and competition from newer schools. To address these challenges, Ananda High School has collaborated with the International University of Batam to produce a digital promotional tool in the form of a profile video. The development of this video used the Multimedia Development Life Cycle (MDLC) methodology, which encompasses a series of stages, including concept development, design, material collection, assembly, testing, and distribution. This paper outlines the methodology employed, the processes undertaken, and the anticipated impact of the profile video on the school's digital presence and community engagement. The objective of this project is to create a video profile that would be appealing to prospective students and their parents. The video profile would be posted on the School's YouTube Channel and website.

Keywords: *Profile Video, MDLC, Concept, Promotion*

INTRODUCTION

Ananda High School is a private educational institution located at Jalan Raden Patah Baloi Block III in Lubuk Baja,

Batam City. It was established in 2001 and caters to students from early childhood education (PAUD) to high school (SMA). The school is managed by the Ananda Foundation. The school is led by Principal

Irmi Gustina, who oversees the implementation of the 2013 curriculum and the attainment of an A accreditation in 2021. Ananda High School operates on a full-day schedule from 7.30 – 14.30, from Monday to Friday. The school provides various facilities to enrich the students' learning experience and overall well-being, including classrooms, laboratories, a music room, multipurpose room, a sports field, a library, health services (UKS), and a dance room.

In the current era, driven by technology, digital promotion has emerged as a potent tool for enhancing visibility and audience reach for educational institutions (Harini et al., 2023; Syahputra et al., 2021). Given the competitive nature of today's educational environment, employing digital promotion strategies is not only advantageous but also crucial for schools aiming to distinguish themselves and capturing public interests (Mayasari et al., 2024). The school's marketing initiatives can gradually change the public's perception of its quality and act as a strategy to enhance the school's overall reputation (Setiawan et al., 2021). An especially efficient method for digital promotion in educational settings is the creation of a profile video (Aan et al., 2017; Ariyanto et al., 2024). By utilizing platforms such as social media and websites, schools can highlight their unique attributes to a wider audience (Widjajanto & Astuti, 2021). This information regarding the school is frequently presented in a form of profile video through a combination of written text, visual depictions, and auditory components (Adami et al., 2020). The use of multimedia presentations in this context has the potential to significantly enhance public interest and engagement with the educational establishment (Desrianti et al., 2019; Sutrisman et al., 2019).

Ananda High School in Batam is encountering challenges related to its limited recognition within Batam City. Situated within one of the older residential

complexes in Batam City, the demographic composition of the local population is predominantly ageing, which has resulted in a notable decline in the number of school-aged children in the vicinity. Conversely, families with school-aged children are increasingly relocating to other regions that boast newer and more modern educational institutions. This demographic shift has led to a gradual decline in the prominence of Ananda High School. The school has become less recognized within the community, which has contributed to a significant decrease in the student enrolment.

In response, the school is actively seeking strategies to digitally introduce itself to enhance its visibility. With a thorough understanding of the benefits offered by digital media, Ananda High School aims to harness digital technology and digital promotional tools, specifically through the creation of a comprehensive school profile video. This profile video will be designed to highlight the school's distinctive offerings and educational environment. To achieve this objective, Ananda High School has entered a strategic partnership with the International University of Batam. This collaboration focuses on the conceptualization and production of a professional profile video for the school. The primary goal of this partnership is to develop an engaging and informative profile video that will effectively introduce Ananda High School to both the local community and broader audiences beyond Batam.

This initiative represents a pivotal step for Ananda High School, aiming to substantially increase its visibility and appeal. The school's objective is to attract the interest of prospective students and their parents, thereby reinforcing its presence in the educational landscape. This endeavor underscores the importance of digital promotion in contemporary education and highlights the school's commitment to

leveraging technology to achieve its strategic goals.

METHODS

The design and development process of Ananda High School Profile Video used the MDLC (Multimedia Development Life Cycle) method as shown in Figure 1. MDLC is widely utilized in the development of multimedia (Kumala et al., 2021). This method provides a suitable approach for creating and advancing media applications that integrate a variety of multimedia components (Siswanto et al., 2023).

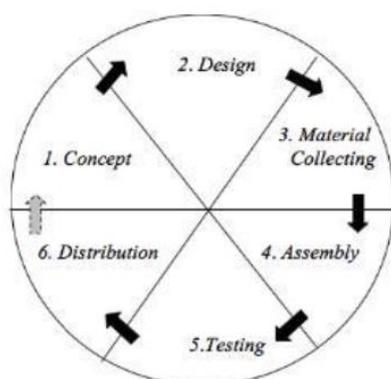


Figure 1. MDLC Method

The method started with conceptualizing. We engaged site visitation to discussed with the school principal on defining the concept and purpose for the profile video (Rizal & Nur Ikhsan, 2022). This involves deciding on the elements to be featured in the video, such as the school's identity, facilities, and student activities. In Design stage, we developed a storyboard layout for the profile video to streamline subsequent processes. Storyboard is utilized in video production to arrange sketches of events in a sequential manner, facilitating a clear portrayal of the intended sequence of events (Fitriyani & Senubekti, 2024).

The subsequent stage of the project involves the collecting of video footage. We planned to conduct a subsequent visit to gather media materials for video editing. Additionally, filming sessions are

conducted to capture footage of different school facilities to match with the storyboard. Two different cameras were used for the purposes of taking pictures and videos: a Canon EOS M3 digital camera and an iPhone 11 camera.

Once the assets have been collected, the editing process commences, with the storyboard serving as a framework for the video (Septri, 2022). Capcut was employed for the purposes of editing, while a copyright-free sound source is utilized as background music. The completed video will be presented to the partners for review and evaluation to ensure it meets the agreed-upon criteria. Partners will have the chance to provide feedback and propose any necessary revisions to the video. The finalized video will be made available to the partners for evaluation purposes and will also serve as a digital promotional resource for them to distribute.

RESULT AND DISCUSSION

Employing the MDLC method, we initiated the process by each phase which are Concept, Design, Material Collecting, Assembly, Testing and Distribution.

1. Concept

The production process commenced with the development of the video concept. A meeting was held with the principal to gather information and discuss the video's direction. The outcome of this meeting was a defined concept: a video showcasing school activities and expressing the institution's vision and mission through on-screen text. Subsequently, the video sequence was outlined, detailing specific elements such as classrooms, the student learning environment, practical activities, the cafeteria, and the school's vision and mission. A presentation slide was created to outline these details, which was then reviewed by the principal.

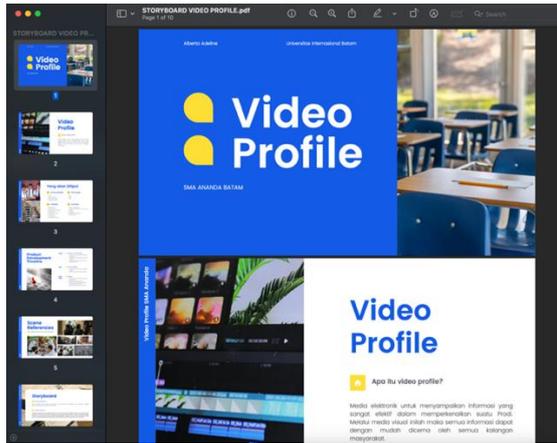


Figure 2. Video concept presentation slide, source: Author

2. Design

The planned video sequence has been translated into a storyboard to facilitate the visualization of the scenes to be filmed. The storyboard is created using the Procreate application on iPad and presented to the principal in the form of presentation slides. The following overview illustrates the structure of the storyboard project:

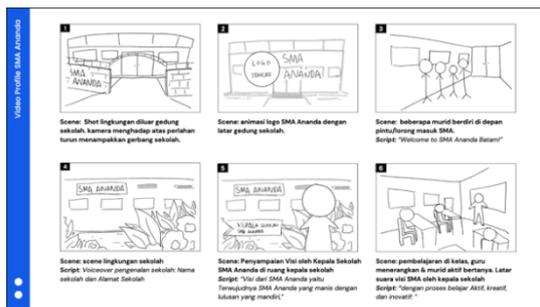


Figure 3. Storyboard Scene 1-6, source: Author

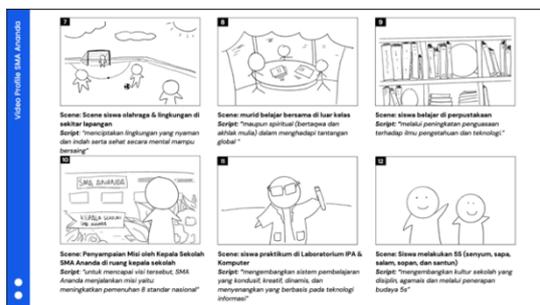


Figure 4. Storyboard Scene 7-12, source: Author

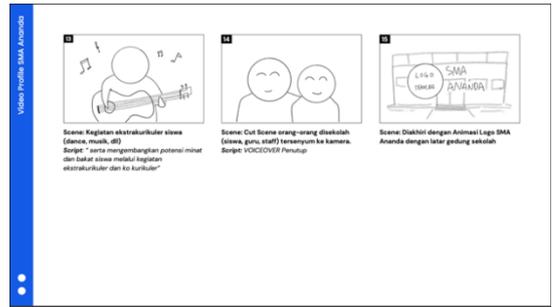


Figure 5. Storyboard Scene 13-15, source: Author

3. Material Collecting

In the next phase, which is material collection, we arranged a site visit with the school to gather footages. These footages were captured based on the storyboard guide, with additional footage taken as supplementary material. The visit schedule is coordinated with the students' timetable to document various school activities, including classroom instruction, practical lessons, and recess periods. The school also supplies several media resources as additional material.

4. Assembly

The Assembly phase which was the editing process started once all the required materials had been collected. Using Capcut as the video editing software, the video was enhanced with edits such as color grading, background music, and text animations.



Figure 6. Editing using Capcut for desktop, Source: Author

The video was captured using a handheld camera, which resulted in some footage exhibiting instability or shakiness. The stabilizing effect is applied in order to achieve smoother video results.



Figure 7. Stabilizer effect was used for unstable videos, Source: Author

Due to the filming of the scenes utilizing natural lighting, there were variations in color between different clips. This issue was resolved by applying color grading techniques to ensure a consistent color tone throughout the video.

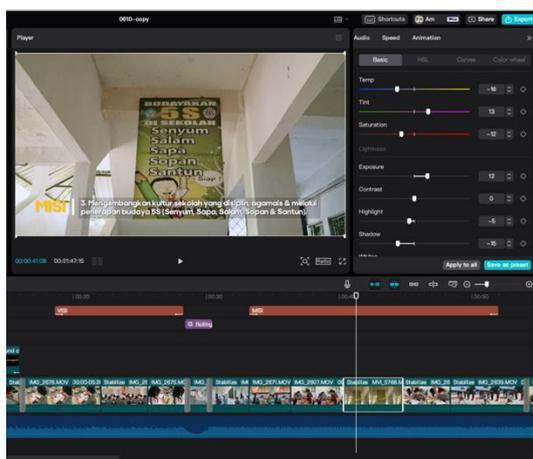


Figure 8. Color grading using Capcut., Source: Author

The use of text animation is employed to showcase the video title, the school's vision and mission, and descriptions of the school facilities featured in the video.



Figure 9. Title text animation, Source : Author



Figure 10. Text animation using Capcut, Source: Author

5. Testing

After the editing was done, the video went through the testing phase where it was shown to the school principal for review. Additional editing and material would be gathered. If the video was found to be unsuitable or did not address the issue (Utami & Sama, 2022). Once the video has been reviewed and found to align with the school's promotional concept and requirements without the need for any revisions, it is prepared for distribution.

6. Distribution

The completed video is provided to the school as a digital promotional asset. This profile video enables Ananda High School to market itself and attract prospective students and their parents to enroll.



Figure 11. handing over the video profile to the school principal

The video profile served as a digital promotional tool. The profile may be distributed across multiple digital platforms, including the school's YouTube channel, Instagram account, and website. The objective is to disseminate the video to a broader audience of prospective students and parents interested in enrolment.

CONCLUSION

This project underscores the strategic use of digital media to boost Ananda High School's visibility and attractiveness in Batam. By implementing the MDLC method, we successfully conceptualized, designed, and produced a high-quality profile video that highlights its distinctive features and facilities. The partnership with the International University of Batam was crucial in realizing this objective. This initiative directly addresses the challenges posed by declining local demographics and competition from newer educational institutions. The profile video, as a key digital asset, aims to attract prospective students and parents through extensive dissemination. This effort emphasizes the critical role of digital promotion in contemporary education, positioning Ananda High School favorably within the educational landscape and providing a foundation for future digital marketing efforts.

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