



# The Making of Cinematic Company Profile of Cultural Arts Education Study Program as Information Media and Promotion Strategy

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**Abstract.** A company profile is one of the most efficient ways for an institution or company to convey comprehensive information about the institution. Cultural Arts Education study program at Postgraduate UNESA, generates a company profile with cinematic features that are engaging to the audience since there is a film's plot which makes it not monotonous. This study aims to produce an innovative company profile by using cinematic elements so that it may serve as a source of information and study program promotion. The method used in this study was qualitative. The data of this study was gathered through interviews with many postgraduate leaders. The results showed that the process of creating a cinematic company profile video for the UNESA Postgraduate Cultural Arts Education study program involves pre-production, production, and result phases. Company profiles have been produced in a cinematic format and can be utilized as a promotional and informational tool for UNESA's Postgraduate study program in Postgraduate Cultural Arts Education.

**Keywords:** Promotion strategy · Information media · Company profile · Cinematography

## 1 Introduction

The master (S2) study program in Cultural Arts Education is one of the Postgraduate Study programs of Universitas Negeri Surabaya. Through the Decree of the Director General of Higher Education Number 366/D/T/2009, the Cultural Arts Education study program was officially established in 2009. Under the supervision of Universitas Negeri Surabaya's Postgraduate Program, it has been in operation since 1981/1982 and is currently located at the UNESA Lidah Wetan campus.

Based on the data obtained from the observation, the Postgraduate Profile Company has broad information about Postgraduate and its study programs in general, and the Postgraduate Profile Company contains information about Postgraduate in general. Previously, the Masters (S2) study program in Cultural Arts Education utilized the Postgraduate Profile Company, websites, and brochures as promotional materials. Based on

these data, considerable changes to the information medium and study program promotion strategies are required to improve the quality of information delivered to the target audience and prospective students.

The Masters (S2) study program in Cultural Arts Education, as depicted by the graph depicting the evolution of student interest based on the number of students enrolled, also decreased from 2009–2021. Based on these two data, the Cultural Arts Education study program requires media and other tactics that can compete in the digital world, are effective and are superior to the current methods. The company profile video is a highly effective medium for conveying information to prospective students. The company profile can comprehensively explain the Cultural Arts Education study program, beginning with the facilities, teaching staff, and existing programs and ending with the results. A company profile vocally or graphically describing a company or agency's products and services that elevate corporate value and product value (service), as well as the company's advantages over competitors based on these two values, is to be accomplished [1].

Company profile, especially for Master's Degree in Cultural Arts Education study program, is built utilizing a cinematic, corporate profile element method and the science of cinematography. A cinematic is an approach where a video combines shooting procedures in a film with a storyline and incorporates three general components of cinematic elements, namely camera or film, framing, and image length. It aims to illustrate or explain particular objects in detail by seeking a cultural form of the film that does not appear monotonous [2]. The cinematic element in the company profile of the cultural arts education study program also includes a dramatic element, where messages given through video media can affect powerful emotions and accomplish quick results that other media do not [3].

The goal of this research is that the Cultural Arts Education study program's company profile becomes a source of information about the study program and a promotional strategy for the study program, increasing the interest of possible new students. As a reinforcement for the achievement of the objective of this research, previous studies are examined as a comparison so that state-of-the-art can be seen from this research.

Several previous studies related to this study include: a company profile is a product written by a practitioner that consists of an overview of the company. This description is not exhaustive, thorough, or in-depth. Companies can pick which things to communicate openly to the public. In general, a company profile serves several functions, including serving as a company representative that is used as a tool to build a corporate image, as a tool to supplement oral communication to create mutual understanding, as a time-saving tool to other parties related to the company, and as a tool to build corporate identity and image company. Many things can be included as elements of creating a general company profile, such as company history, philosophy, culture, greeting from the leadership, company identity, vision and mission, address of company branches, description of human resources behind company operations, service system and company facilities, company achievements and advantages, company development reports (annual report), and a description of the main products and services. A company profile might also take the shape of a website, print, video, or interactive media [1, 4, 5]. Based on

these three references, the researcher gains knowledge of the Company Profile and its connection to the institution or company.

Cinematic is anything associated with or evocative of moving images; it has cinematic qualities. It is impossible to separate depth of field and depth of focus from cinematic aspects. The depth of field is the compositional depth of a shot with many planes (vertical space within the frame), primarily the foreground, bottom-center, and backdrop. Depth of focus is related to the depth of field and refers to the technical modifications needed to guarantee that the whole field of a photograph is in sharp focus (front, center, and back). Framing is also essential to the construction of a cinematically nuanced film, referring to how images are captured and how subjects and objects are encompassed (framed) by the perimeter or circumference of the film image [6–15, 16]. By evaluating the theory utilized as a foundation, it can be concluded that the Cinematic is highly developed so that it can be viewed from multiple perspectives and fields of science; in this study, the cinematic is employed as a strategy to produce a more dramatic Company Profile.

Advertising (Promotion) is defined as promotion is a form of introducing a company's multimedia products to the general public. Advertising or marketing is one method of transmitting to other audiences the advantages and benefits of a product. It is arranged in many forms to substantially influence the sensation of enjoying the product, causing someone to own, buy, or consume it. It can be expressly stated that promotion is a message that presents a product/service to new audiences via multimedia [17–20].

Panegak & Kusumandyoko [21], in their article, *Designing a Batik Promotional Video in Sendangduwur Village, Lamongan Regency*, discussed Sendangduwur village, which is a tourist village with a diversity of cultures and handicrafts. One of the most prominent handicrafts in Sendangduwur Village Batik is Batik handicraft. Nevertheless, there are currently no digital promotional materials. Thus, creating a promotional video for Batik Sendangduwur Village and its supporting media is important. The study's findings are the primary media in the form of promotional videos uploaded on YouTube using the Sendangduwur Village Dervish Group's account. The similarity in this study is the company profile video that was made as a promotion strategy.

Abdillah et al. [18], in their article entitled *Designing Video Profiles as Promotional Media for STMIK CIC*. Motion Graphics Techniques and Graphic Computer Software discussed creating promotional media in the form of profile videos using motion graphic techniques with flat design objects. This technique is quite intriguing and innovative, so it has its attraction for those who watch it; this profile film will be utilized during campus outreach visits to schools and disseminated through social media. The similarity in this research is the promotion approach of generating films and exhibiting them at every chance when carrying out promotional activities in various locations.

## 2 Methods

The research method used in creating the UNESA postgraduate cultural arts education program's cinematic, corporate profile as a medium of information and promotion strategy is qualitative. This study's findings were obtained from interviews with numerous postgraduate leaders at Universitas Negeri Surabaya. The qualitative technique was chosen to capture the scientific background of a study item, with theoretical studies serving

as a guide solely. The data was classified into data and eventually transformed into a cultural notion of creation. The data collection technique employed three techniques: (a) The observation was carried out in the Postgraduate area of the Universitas Negeri Surabaya. The observation was done to know the vision, purpose, facilities, and benefits of the Postgraduate Cultural Arts Education study program, at Universitas Negeri Surabaya. (b) The interview was done by the Head of the Art Education study program, the Director of Postgraduate UNESA, the Deputy Director for Academic and Student Affairs, and the Deputy Director for General Affairs. (c) Literature study. The literature study takes theoretical theories that support the process of creating a cinematic company profile for UNESA Postgraduate Cultural Arts Education study programs, such as previous studies, journal books, and articles obtained from the website.

The progression of this research begins with observations, interviews, and a review of previous studies in order to create a cinematic, corporate profile for PSB Masters. Data collection was done through observation and interviews with several officials at UNESA Postgraduates, including the director, deputy director of academic affairs, and deputy director of buildings and infrastructure, as well as the head of the cultural arts education study program.

The stages of creating this film company profile include pre-production, production, and post-production. The company profile that has been generated is subsequently submitted to leaders, lecturers, and students as users for their responses and thoughts.

This study used Vilamil-Molina multimedia development technique, Villamil-Molina [22] asserted that successful multimedia development requires meticulous planning, a solid grasp of multimedia technology, and a solid grasp of production management. In other words, good multimedia production results from collaborative teamwork [22–24]. This research method involves several stages, which are outlined in general below:

#### Method for multimedia development

- a. Development, at this stage, the concept of the multimedia applications that will be developed based on existing ideas, determining the goals and target, as well as ensuring funding.
- b. Preproduction, planning content specialists' research, pouring out video ideas by creating a process controller which parts are embodied multimedia process, such as who will develop the sound (audio), images (video), and also the program packages used in determining video content section, and storyboard, as well as schedule creation. At this stage, also consider the requirements of the hardware and software that will be employed.
- c. Production, after the pre-production stage is passed, so this stage starts to work. This stage's activities include production implementation, such as shooting pictures/videos, recording sound, creating bumpers, and editing to create a product ready for the post-production stage.
- d. Postproduction. The editing stage begins with the entry of numerous elements such as application design, aims and target, content, text and narration, images, sound, and other aspects. At this step, work is completed until the packing stage is ready for testing.

- e. Delivery, the delivery section can use in various ways, including digital-based, group presentations, individual presentations, and via the internet. At this stage, the delivery method is chosen based on the distribution of logistics of transmitting files and conditions at the delivery time.

### **3 Results and Discussion**

Creating a cinematic company profile for the UNESA Postgraduate Cultural Arts Education study program was created with a display concept containing informative and persuasive elements. This company profile video's informative element includes postgraduate information as well as information about the Cultural Arts Education study program in the form of history, programs, facilities, and vision and mission. The information in this cinematic company biography can be found in scenes 7–10. Corporate principles combined with cinematic packaging and dynamic typography provide instructive aspects about leaders' Postgraduate and Cultural Arts Education degree programs. The persuasive aspects in this film are purposefully presented with dramatic story packaging. The entire company profile is wrapped in a tale titled "This is my story." The plot of this video tells the story of the main character, who has continued his studies in the master's program of the UNESA Postgraduate Cultural Arts Education study program, experienced the lecture process until the end, and achieved success with graduation and as a Master's of Education.

#### **3.1 Need Analysis**

The results of the interviews showed that between 2009 and 2022, the number of students enrolled in UNESA's master's program in Art and Culture Education had been stagnant and even tended to decrease. Other data that has been obtained indicates that the UNESA postgraduate has just undergone a building relocation, which has resulted in the addition of several facilities and needs to be informed to the prospective students. It demonstrates that there is no company profile video created by the Cultural Arts Education study program.

By considering multiple factors, including stakeholders, alums, and students, the needs analysis determined that the UNESA arts and culture education master's program required an innovative product as a promotional and informational medium. As a useful and engaging source of information in the digital economy, the corporate profile is currently the best solution for the Cultural Arts Education study program's challenges.

After deciding what kinds of media will be made, the following step is to create a product design. Multimedia element design used includes the design of images, sound, animation, video, and textual elements. Technically, the menu hierarchy is represented using an organization diagram. The company profile of the arts and culture education study program uses a Cinematic approach where cinematography and dramaturgy are the main studies in making the company profile.

## **3.2 Creating Cinematic Company Profile Cultural Arts Education Study Program**

### **3.2.1 Pre-production**

The first stage is incorporating concepts into a script that will be utilized in implementing the Cultural Arts Education study program company profile; at this stage, a thorough script is created as a guideline for the flow of production to be carried out. The creative team makes the manuscript from this production which is then discussed with the study program and partners appointed for the production implementation. The script for the company profile S2 Cultural Arts Education entitled “This is My Story” consists of:

- a. The Director of Postgraduate requested the presence of students as the main characters of this cinema in the Postgraduate Building. The Postgraduate Director asked the students why they chose the Masters in Cultural Arts Education, congratulating them on their acceptance to the LPDP scholarship program. The director also gives explanations and guidance to the students.
- b. Students begin their lectures by depicting students studying in the library. At the same time, the Deputy Director of General Affairs and Finance arrives. Students study in the independent campus area. Lecture atmosphere When students make presentations in class, it also enhances the picture of the implementation of the lecture.
- c. The deputy director for academics and students held a meeting with several international students studying at UNESA. Wadir’s explanation demonstrates that international students from various countries also attend the Postgraduate program.
- d. The head of the Cultural Arts Education Master’s Degree study program also explained the purpose of the study program and the expectations of the invitation to join the Cultural Arts Education Master’s Degree.
- e. The story of students after finishing their studies as Masters students in Cultural Arts Education is illustrated by the completion of the study and how excited the students are after graduation.

The following stage in the pre-production phase is to prepare equipment or devices used during production. The equipment description includes the types of tools, such as cameras, the number of units, and how many days this tool will be used. An example is that the tools needed are cameras, drones, audio, lighting and screens, and camera stands. The equipment needed is detailed and complete with its space. This preparation is quite beneficial for smoothness and scheduling to the required costs.

All the equipment requirements listed are then prepared to be used in the production phase. From all the equipment listed, the availability of the tools that are owned and/or have to be rented was seen by looking for partners. The process of making a cinematic company profile for the UNESA postgraduate arts and culture education program is in collaboration with Falee House partners, a production house located in Tuban Regency, East Java.

### 3.2.2 Production

The production process is taking pictures at the shutter location, taking pictures per the storyboard that has been prepared. Scenes are sorted based on the shutter's location during shooting, so taking a scene is not done sequentially based on the script. Production is carried out in the UNESA campus area, such as the rectorate building, postgraduate building, the independent study laboratory, and other facilities owned by the UNESA Postgraduate. Other images are also images of the Postgraduate Building and student journeys when facing the Director, Deputy Director, and the Head of study program for Masters in Arts and Culture Education, and so on.

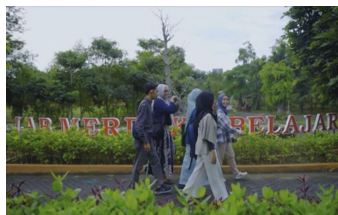
Figures and tables should be placed either at the top or bottom of the page and close to the text referring to them if possible.

At the production stage, the whole team creating the company Profile of the Postgraduate Art and Culture Education study program at the State University of Surabaya did shooting based on the schedule and timeline prepared during pre-production. Figure 1 shows a picture of the Rectorate Building and the UNESA Postgraduate Building using the DJI Phantom 4 drone. The image is used as the opening view of the Company Profile opening, which illustrates the initial picture of the existence of the Cultural Arts Education study program location.

Figure 2 is an example of capturing a photograph that includes dialogue and character elements and covers the storyline. Besides, creating a Company profile of the Postgraduate study program of Art and Culture Education at Universitas Negeri Surabaya uses a cinematic and dramatic approach. The storyline runs with a linear plot based on the scenario designed with the title "this is my story". Figures 5 and 6 are also scenes containing a loyal element with short dialogues and providing an overview of the facilities



**Fig. 1.** View of the postgraduate building of Universitas Negeri Surabaya (Source: PSB company profile creation documentation, 2022)



**Fig. 2.** Independent learning laboratory of Universitas Negeri Surabaya (Source: PSB company profile creation documentation, 2022)

in the post. Figure 5 is located in the Independent Learning Laboratory of the Independent Campus, which shows one of the outdoor facilities owned by Universitas Negeri Surabaya. Figure 6 shows the room's library facilities owned by the postgraduate and shooting facilities.

Scenes containing information about Postgraduate where the director of Postgraduate UNESA provides information related to history until motivation for joining UNESA postgraduate. The Deputy Director for Academic and Student Affairs provides information about study programs and programs owned by Postgraduates in the field of Education. There is also a scene where the deputy director of general affairs conveys information about scholarships and facilities available at the UNESA postgraduate program. While in Fig. 10, it can be seen that the head of the Cultural Arts Education study program delivers information about the vision and mission, facilities and all information after lectures at the Cultural Arts Education study program and invites the audience to join in the study program.

The last picture of creating the Company profile of the Postgraduate Art and Culture Education study program, Universitas Negeri Surabaya, is in Fig. 2. It shows the main character's success, who has completed his studies in the Master's Program in Postgraduate Cultural Arts Education at Universitas Negeri Surabaya.

### 3.2.3 Post-Production

The post-Production Phase is the final phase of creating the company profile study program of Postgraduate Art and Culture Education, Universitas Negeri Surabaya. Some of the tools required in post-production include full video editing for one day, then full audio editing for one day, and mixing, which is also done for one day.

Details of post-production activities show what tools are used, how much equipment, and how many days these tools are used throughout post-production. The post-production stage is important in completing the Company profile video. Several things done in the post-production stage are editing, combining all the images obtained during shooting production, color grading, embedding title credits, and inserting English translations in the actors' dialogues.

### 3.3 Trial Test

The trial was carried out after the Video Company profile product of the Postgraduate Art and Culture Education study program of Universitas Negeri Surabaya was completed in its entirety. The first trial was conducted to post leaders, and deputy directors of academic and student affairs, giving input that there were slight errors in the translation. Meanwhile, trials on students and teachers of arts and culture throughout Mojokerto Regency were carried out during the community service program of the Cultural Arts Education study program as well as a promotion program on July 20, 2022, located in Mojokerto Regency.

Based on the results of the leadership's validation and stakeholders' opinion, it shows that the cinematic company profile of the Master's Program in Cultural Arts Education is more appealing and rigid. Through a company profile with cinematic characters, viewers can get information about study programs through stories told by the main character





**Fig. 3.** PSB Company profile trial (Source: Indar Sabri documentation, 2022)

in this cinema. It is said by stakeholders as a form of an innovative new company. The participants of the MGMP teachers who witnessed also said that this cinematic company profile is more interesting and informative and can be used as a promotional medium for study programs.

## 4 Conclusion

Creating a cinematic company profile for the Master's Degree study program of Cultural Arts Education has been completed with stages starting from pre-production, production, post-production, and trial test. The company profile made entitled "This is My Story" has a duration of 20 min. The cinematic company profile of the UNESA Postgraduate Cultural Arts Education study program as a medium of information and promotion strategy is an innovative study program breakthrough. It can be used as a promotional medium for prospective students both online/digitally embedded on the study program Web or direct promotion in every study program activity that comes into contact with stakeholders.

**Authors' Contributions.** Setyo Yanuartuti was responsible for the trials' conception and planning. Nengah Mariasa was the one to carry out the many simulations and experiments. Indar Sabri participated in both the preparation of the samples and the evaluation of the results. Every author contributed insightful criticism and played a part in conducting the research and drafting the paper.

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