



# Training in Making Promotional Videos as MSME Product Marketing Media

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**Abstract.** Micro, small and medium enterprises in Taman Sub-district, Sidoarjo Regency are productive small business activities. They produce many products including types of food, beverages, and handicrafts. Their products have the quality that can compete in the market, these products are accommodated and sold in galleries but the existence of the gallery itself is not widely known by the public. The lack of introduction and promotion of the gallery is one of the reasons this gallery is quiet and lacks visitors. Therefore, this training was held to improve the knowledge and skills of members in making videos and taking interesting photos so that they are worthy of publication through the media. The photos and videos that have been published are expected to be able to bring potential consumers to the MSME gallery of Taman Subdistrict as well as transactions that occur there. This study uses a qualitative approach with data collection techniques focus group discussion and observation. Research informants were several trainees. From the results of training and research observations obtained data that the limitations in promoting galleries are due to human resources who do not have the skills and lack of collaboration with private agencies and local media.

**Keywords:** Promotion · Micro · Small and Medium Enterprises · Video

## 1 Introduction

Micro, small and medium enterprises (MSMEs) are businesses run by individuals, groups, households, and small business groups. The classification of MSMEs is seen from the annual turnover, the number of assets, and the number of employees. MSMEs have an essential role in the country's economy because the MSME sector contributes the largest GDP, absorbs employment, and is relatively safe in the wave of economic crisis. MSMEs tend to survive and become the saviors of the country's economy [1]. Small and medium enterprises have their category in terms of type, namely micro-enterprises managed by individuals or individual businesses. Sales of these micro businesses in one year generally have a maximum turnover of 300 million or 50 million excluding land and building assets. For example, small traders in the market, barbershops, hawkers, etc. [2].

Then the type of small business is a productive business that stands alone or is carried out by individuals or business entities that are subsidiaries, not branches. This

small business category has a net turnover of 50–300 million per year and annual sales reach 300 million to 2.5 billion. Medium-sized businesses are productive economic businesses that stand alone or are business entities that are not subsidiaries or branches of owned companies. Sales turnover has reached 2.5 billion to 50 billion per year. Medium enterprises also already have separate legality and financial management. An example of a medium-sized business is the manufacture of bread on the scale of the home industry, large restaurants to building shops [3]. There is no definite data on the number of MSMEs in Sidoarjo and their conditions, but MSMEs in Sidoarjo are quite active, this can be seen from the participation that has been held by MWC-NU and the Sidoarjo Regency government in the Sidoarjo square in 2020. There were 147 MSMEs were exhibiting their products, the participants were not only from individual MSMEs but also from MSMEs fostered by the Department of Industry and Trade. This MSME exhibition activity can certainly increase the economic activity of micro-business actors [4]. MSME exhibition activities are activities that are often carried out, one of the MSMEs who try to be empowered and often do exhibitions is the MSME gallery located in Taman Sidoarjo District, the activities of the MSME group which are dominated by women have been traditionally marketed either directly, online through social media and exhibition in the MSME gallery whose buildings are provided from the Taman District. The MSME gallery is usually held exhibitions of handicrafts and other products from business actors. Currently, the MSME gallery, which used to be quiet and seemed scary, has started to be busy with exhibition activities and coordination of MSME product development such as training or workshops. This MSME gallery is used by 75 members of business actors to promote their products so that the community, especially the Taman District area, knows and buys their MSME products. The desire for the MSME gallery of Taman District to become the center of Sidoarjo souvenirs must of course be accompanied by promotions that can reach a broad market. The promotion itself is important because it is part of marketing communication to introduce and disseminate products to the public to encourage potential consumers to make purchases of goods or services offered [5]. Product promotion is divided into two, namely consumer-oriented sales promotion. There are so many ways or methods to promote products, over time the promotion methods are increasingly diverse. Currently, the public interest is focused on detailed promotions through audio-visual displays, in the context of communication this type of promotion relies on the eyes as a visual tool. The language used is visual, where the main element of visual language is everything that can be seen and can be used to convey meaning, meaning, and messages [6]. Promotion with this video is very effective in spreading through more personal media such as social media.

Not only promote through social media through personal photos and videos but also have to start holding promotional videos for the MSME gallery considering that this MSME gallery already has a fixed location and building. This MSME gallery also accommodates various products produced by each member. Therefore, promotional media must be able to cover or cover all the advantages of the product [7]. Meanwhile, this MSME business group still lacks promotion, whether it is done through conventional media such as catalogs, posters, etc. as well as audio-visual (video) media that can be published through online media. One of the promotional media that can cover all MSME products in the gallery is a promotional video. The promotional video is an electronic

medium to convey information that is very effective to introduce a product. Through audio-visual media, it is possible to disseminate information that is easily digested by the public because of the delivery of information, in which the delivery of messages and information is visualized through communicative audio and visuals. The MSME promotional video which also contains product promotions can increase the number of visitors and buyers. Not only is it useful for attracting visitors and buyers, but promotional videos can also be an identity for the Taman District MSME group. The existence of promotional videos in strengthening the identity of MSMEs by providing detailed information and activities that are useful for other business actors. The conditions before training MSME group carried out simple promotions through social media without interesting foto and video techniques. Whereas currently audio visual promotions can attract the attention of potential consumers. That's why training in product photo video techniques is needed for promotion on social media.

## 2 Method

The data in this study are presented with the [8] approach. Qualitative data in the form of analysis is delivered in a holistic narrative. The method used in this research is a case study [9]. This case study method is considered suitable for this research because the research problem is fully disclosed from various perspectives of data sources. Data collection techniques using focus group discussions, and observation. The focus group discussion was conducted on a group of women who are members of the Taman Sidoarjo MSME membership. The research was conducted in the MSME gallery of Taman Sidoarjo District, Indonesia for one month. Focus group discussion and observation data were analyzed by reducing data according to research needs. Then the data that has been classified will be presented with a narrative after the data is analyzed the researcher will provide recommendations.

## 3 Result and Discussion

Micro, small and medium enterprises, Taman Sub-district, Sidoarjo Regency have a gallery to accommodate the products produced by their members. These products consist of types of food, beverages, and handicrafts. All of these MSME products are coordinated by the head of the MSMEs in the Taman District, but for sales, the chairman does not interfere with the MSME actors.

The MSME gallery has a big role for the actors, apart from being a place to sell their products, gallery managers also provide facilities for members to register trade permits, halal certification, and certification of drug and food regulatory bodies. In addition, the gallery facilitates its members in improving the quality of knowledge related to the products they produce. However, the management of MSMEs should be more active in collaborating with external parties. From the results of the focus group discussion, the researchers summarized the problems of the MSME gallery in Taman Subdistrict, Sidoarjo Regency, as follows:

- Lack of collaboration with external parties such as the government and the private sector
- Lack of interaction with the media, especially local media. This interaction is beneficial for the publication of galleries and their products
- Inadequate human resource skills in the use of online media for the promotion of galleries and their products.
- Don't understand photography techniques and promotional videos that are worthy and interesting to publish.

With data that shows the weaknesses of the management of SMEs in the Taman Sub-district, the Communication Studies study program at the State University of Surabaya provides photographer training and promotional videos. The Communication science study program has competence in providing training, as well as the following solutions:

### **3.1 Communication Science Study Program Competency in Providing Training**

UNESA communication science study program has a marketing communication roadmap. For one year of community service, communication science adjusts the roadmap. Almost every year community service is in the form of training related to improving the ability of partners for marketing communications. For this year, community service is still in the form of marketing communication activities with specifications for making promotional media in the form of videos [10]. The main problem for partners today is the lack of knowledge and skills in making product promotion media. The forms of expertise needed to help solve these problems are:

- a. Marketing communication expertise: designing and reviewing appropriate marketing activities for partners
- b. Promotional message expertise: reviewing and designing promotional messages or texts as outlined in audio-visual form
- c. Media expertise: designing and reviewing appropriate media for product promotion
- d. Gender expertise: assessing economic empowerment through women in the MSME membership of Taman

### **3.2 Solusi Sub-district Provided**

The solution offered by the Communication Studies Study Program for the promotion of products and activities as well as the identity of MSMEs is by providing workshops in the form of assistance in making promotional media. There are two objectives of the program, first: to foster a passion for literacy and utilize communication technology which leads to wider product promotion and increasing the number of enthusiasts to buy MSME products. While the second goal is to have the knowledge and ability to create audio-visual promotional messages in the form of promotional videos which can later become more attractive promotional tools. So that the hope of the MSME Gallery in Taman District being part of the Sidoarjo souvenir center can be realized.

The selection of materials in this mentoring includes conceptual and theoretical knowledge about the importance of promotional activities. So that the training participants have a strong basic reason why it is necessary to promote their MSME products. After that, the material is technically about making promotional videos with easy-to-operate applications, the result of which is that this video can be posted on social media or become an identity video that can be displayed in MSME activities.

### 3.3 Stages of Training Implementation

For the training to be right on target and well organized, it is necessary to determine the stages of implementation. The following are the stages:

- a. A group in Taman Sidoarjo District regarding the implementation of activities, socio-economic conditions, and member needs
- b. MSME. And input from the presenters
- c. Designing activity techniques with students and alumni
- d. Conducting socialization and coordination of activity plans for members of the MSME group through the WA group
- e. Providing material for one full day followed by mentoring and production of video and product promotional photos.

The training is carried out by taking into account the needs of the participants. Among the needs of MSME actors that are facilitated is knowledge about promotion and the practice of making promotional videos and product photographer techniques. From the training, the resource persons provided scientific material on marketing communication. The topic units presented were the definition of promotion with its roles and functions, then promotional media. In the training, the focus of discussion was media promotion, some of the complaints of participants were the lack of skills and time to utilize promotional media. To improve the ability of MSME actors, participants were allowed to practically make promotional videos and product photos. From the results of the training, the stages of making a product promotional video are shown in Fig. 1.

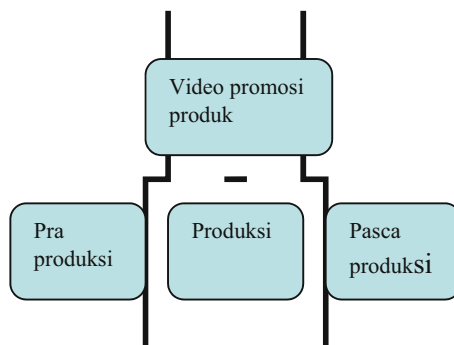


Fig. 1. Stages of making a promotional video

In the pre-production stage, the video concept must have been carefully determined. Then developed the concept by making a script so that the storyline focused on the message to be conveyed through the video. Then determine the duration. Long or short duration is considered through marketing messages and who is the segmentation of our product or audience. Then determine the location, the location must be relevant to the video concept, then also provide properties that support more attractive visuals and other necessary supports. At this pre-production stage, it is important to create a mature narrative and shoot the video according to the angle. In the production stage, the steps are as follows:

- a. In the video capture stage, at this stage, the shooting has started according to the predetermined concept, as well as the narrative that has been prepared before production.
- b. Prepare the location with good lighting. Lighting is very influential when shooting video. Therefore, location becomes an important point during production.
- c. Take more footage or videos when shooting videos. Efforts are made to exaggerate the video for stock to be able to sort out the required images.

Post-production is the editing stage, the editing process is carried out by assembling the results of the shoot roughly or made into one video according to the narrative sequence. Then, the color grading process or the coloring process and overall audio checking. Applications for video editing can: VN, FilmOrago, and Inshot. Then for product photos, the thing to pay attention to is lighting, the best light is sunlight, but when the photo is taken indoors, you can add light. Then prepare photo properties that make the photo look more attractive, then angle the photo, and finally do the editing with the tools that are already available on the cellphone. The basic techniques of this training can be practiced by the trainees so that their ability to take videos and photos is of higher quality and interesting for publication through social media.

## 4 Conclusion

This promotional video training research concludes that the participants of MSMEs in Taman Subdistrict, Sidoarjo Regency have a desire to improve their skills in making videos and product photos. with training on making videos and photos of products, MSME participants have the opportunity to publish their galleries and products on social media with better and more attractive video or photo quality. However, MSME administrators also need to start to expand partnership networks with external parties and the media to get greater support for MSME galleries and products.

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