



Video Profile Cinematic as Media Branding and Promotion of “Batik Ciprat” Rumah Kinasih

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Abstract. One of the uniqueness of Batik Ciprat is that it was created by people with disabilities, which include mental disabilities, people with mental disorders, sensory deaf, speech, blind, and physically disabled people. In this case, a way is needed to introduce and promote products, both commercial and non-commercial to the public. Therefore, the purpose of this research is to design a video profile by prioritizing elements of humanism, but not leaving out the cinematic elements. This is to highlight the beauty and uniqueness of the created Batik Ciprat motif. The method used is applied research, with data collection techniques used, namely pre-production with interviews and observations, then the production process of taking pictures, and post-production processes. The results of this study are a cinematic video of Batik Ciprat Rumah Kinasih showing the uniqueness and potential that owned, which is uploaded on the youtube platform. With this video profile branding, it will increase productivity and sales to the global market to export to foreign countries.

Keywords: Branding · Video Profile · Cinematic · Batik Ciprat

1 Introduction

Video Company Profile is a form of company profile according to audio-visual format in the form of video clips that have been beautified through graphic displays, musical illustrations with narration, and featuring hosts when needed [1]. Company Profile has an important role for a company or an agency. Where through a company profile, a company or an agency can present the vision and mission of a company as well as offer products and services produced by the company or agency to consumers [2]. Electronic information media in the form of company profile videos are also considered more effective when compared to print media. Company profile videos are also considered more effective because the packaging is attractive and can describe more clearly and in.

Company profile videos can be used as a powerful marketing tool when supported by an attractive video display [1]. Behind the advantages of a video company profile, of

course, it has several shortcomings, such as the concept of a video that is easy to imitate and many companies have used the concept of a company profile in the form of videos and the need for technology and the internet to access company profile videos.

From the results of interviews with the founder of the Rumah Kinasih disability foundation, this foundation is a social foundation that is engaged in disability advocacy. The Rumah Kinasih Disability Foundation was established in 2018. The purpose of the foundation was to enable people with disabilities to live independently and not depend on others. Rumah Kinasih produces a primary batik product called splashed batik made by the difabel community who has been taken care of by the foundation [3]. So far, disability with its various shortcomings is still seen as a burden to the family. They are despised and ostracized. In fact, many view it differently due to differences in abilities and physical deficiencies. But in the end, they are expected to be the foundation of family life.

From this description, a cinematic profile video is needed to show the reality and atmosphere of the partners. This profile video was created to provide an overview and highlight the uniqueness of the Ciprat Batik production created by the Rumah Kinasih Disability Foundation. This media display becomes an overview of the company that describes the profile related to the company in depth and detail [4]. One of the uniqueness of Batik Ciprat is that it is made by people with disabilities. The disabilities in question include mental disabilities, People with Mental Disorders (ODGJ), sensory deaf and speech, blind, and physical disabilities. Therefore, the concept of the video that was created puts forward elements of humanism but does not leave cinematic elements to highlight the beauty and uniqueness of the Batik Ciprat motif created. Not only providing a general description but making this profile video is also intended as a means of promotion and dissemination of information to the public [5]. This Batik Ciprat Rumah Kinasih profile video was uploaded on the youtube platform. This video profile is expected to increase productivity and sales to the global market to export to foreign countries.

2 Research Methods

The development of the Cinematic Video Profile is applied research. The data collection technique used is employing observation and interviews [6]. Interviews were conducted with informants, namely, the management and members of the Rumah Kinasih Foundation, field observations were carried out to see the conditions and situations so that during production a video profile will be used as a shooting setting. In making a company profile video, the method used in making this video goes through three stages, including; pre-production, production, and post-production [7]. The following is a further explanation of the process of designing a company profile video that is made.

1. Pre Production, is the first stage, namely by making the concept and content of the company profile video based on the results of interviews. After the concept and content have been formed, it will be reconfirmed to partners regarding the video that was made.
2. Production, namely by taking video profile pictures as discussed in the pre-production stage.

3. Post Production, is the last stage for perfecting the video that will be produced. At this stage, the rendering process is carried out on the company profile video that has been designed and given to the Rumah Kinasih disability foundation which is used as promotional media.

3 Results and Discussion

3.1 Video Profile Cinematic

According to Sama and Ulfa (2021) the cinematic element is divided into four main elements, namely mise-en-scene, cinematography, editing or editing, and sound [8]. Each of these elements interacts with each other to form a complete cinematic style. According to Pratama and Islam (2022) Cinematic root word comes from Greek terminology, “writing with motion”. Cinematic has elements in the film that can be seen and heard to deliver the story [9]. The cinematic video can be processed with a clear purpose so that the shooting or transition techniques used can be applied according to the character of a product being advertised.

The elements shown in this Batik Ciprat profile video are separated into 2 videos, namely a general description of Batik Ciprat and equipped with video testimonials from the Head of Research and the Chair of the Rumah Kinasih Disability Foundation. This testimony is important to display to increase trust [10]. In general, a company profile video usually contains information related to history, company philosophy, company culture, remarks from the leadership, company identity, vision, mission, company strategy, branch addresses, description of human resources (HR), service systems and facilities provided, company achievements and advantages, company development reports, descriptions of the main products and services offered and future development programs [4]. However, in this Batik Ciprat profile video, the focus will be on discussing corporate culture, leadership remarks, displaying company identity, an overview of HR, achievements and descriptions of Batik Ciprat products. The selection of this focus is based on providing more in-depth information regarding the advantages of Batik Ciprat from the Rumah Kinasih Disability Foundation.

In making a good profile video, it is necessary to have the right design related to the concept displayed, therefore this profile video is arranged by forming a storyline and storyboard to make it easier to take pictures and present important information to be displayed during the video production period. In addition, the script shown in this video is based on pre-research carried out through good document studies and also research carried out by direct observation at the Rumah Kinasih location and interviews with existing leaders and employees. The results of this pre-research and research are then compiled in the form of a manuscript, which is a detailed design related to the development of ideas in the synopsis to form an interesting story.

After carrying out the pre-production and production processes, a post-production process is carried out in the form of editing, sound structuring, and colour grading activities to optimally present audio-visual works. In the final stage, a video distribution process was carried out which consisted of publishing videos on the Unesa Official Youtube channel which had 26,300 subscribers (at the time this article was written), as

well as submissions to the administrators of the Rumah Kinasih Disability Foundation for distribution on managed social media.

3.2 Video Profile Development Process

In more detail, this community service resulted in 2 videos. The first video discusses the side of humanism that is inserted into the activities and finished products of Batik Ciprat, using interesting cinematics. The second video contains testimonies from the Head of Community Service and the Chair of the Rumah Kinasih Disability Foundation. The following is a description of the two videos that were developed.

Videos 1:

Title: The Splash of Hope Kinasih-Dubai

Scene 1: The Ciprat Batik Makers

At the beginning of this video, an overview of ciprat batik is given, followed by portraits of the makers, namely the people with disabilities in Rumah Kinasih (Figs. 1, 2 and 3).



Fig. 1. Motif of Batik Ciprat



Fig. 2. Artist of Batik Ciprat 1

Scene 2: How to Make Ciprat Batik

Describes step by step making Batik Ciprat which consists of: preparing the pralon pipe, installing the fabric on the pralon, preparing the wax which is boiled until it melts and the process of spraying the wax on the fabric, making motifs and drying (Figs. 4, 5, 6, 7 and 8).

Scene 3: Depiction of Corporate Culture and Environment

Describes the company's environment and culture that is full of closeness but still professional (Figs. 9 and 10).

Scene 4: Other Forms of Ciprat Batik Fabric

Describes other forms of Ciprat Batik fabric production that are worth selling higher, so it is hoped that it can introduce product types and attract customers to make purchases (Figs. 11, 12, 13 and 14).

Scene 5: Corporate Identity

Provide an overview of the shape of the company's nameplate and logo to grow awareness as well as to differentiate it from competitors or competing products (Figs. 15 and 16).



Fig. 3. Artist of Batik Ciprat 2



Fig. 4. Fabric Installation on Pralon



Fig. 5. Process of Preparing “malam”



Fig. 6. “Malam” Splashing Process on Fabric



Fig. 7. Make batik motifs



Fig. 8. Drying cloth



Fig. 9. Laughter among Workers



Fig. 10. Worker coaching



Fig. 11. Making Motifs into other accessories



Fig. 12. Clothes of Batik Ciprat



Fig. 13. Bags of Batik Ciprat



Fig. 14. Keychain of Batik Ciprat



Fig. 15. Signboard of Rumah Kinasih



Fig. 16. Logo of Rumah Kinasih



Fig. 17. Activities at Rumah Kinasih



Fig. 18. Front page of Rumah Kinasih

Video 2:

Testimonials from the Head of the Activity and the Rumah Kinasih Disability Foundation.

Scene 1: Highlights of Rumah Kinasih

Describing a summary of the culture, processes and forms of the Ciprat Batik production environment at Rumah Kinasih (Figs. 17 and 18).

Scene 2: Presentation from the Activity Leader

Explain the introduction of the team leader and the strategy for implementing activities which include identifying problems, expectations, and plans for this activity program (Figs. 19 and 20).

Scene 3: Presentation from the Head of the Rumah Kinasih Disability Foundation

Explaining the explanation from the Chairperson of the Rumah Kinasih Disability Foundation regarding problems in branding and promotion in digital media and the perceived impact related to a neater social media arrangement (Figs. 21 and 22).



Fig. 19. Chairman introduction



Fig. 20. Branding training process



Fig. 21. Introduction to the Chairman of the Rumah Kinasih Disability Foundation



Fig. 22. Stockshoot Documentation for profile videos

4 Conclusion

The existence of this cinematic profile video is an effort to increase public awareness of the existence of the Rumah Kinasih Disability Foundation. In addition to building a strong brand that empowers the disabled community for good, this video also plays a role in increasing sales in the market. With a cinematic display, this video emphasizes the element of humanism by highlighting the beauty and uniqueness of the Batik Ciprat motif created.

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