

CHAPTER I

INTRODUCTION

1.1 Background

The rapid development of technology and science has brought very fundamental changes to the human mindset so that it forms a new world, new interactions, and a network of unlimited businesses, namely the era of globalization.

Company profile is a description of the company, can be considered to represent the company to the public so that no need to bother to find information on a company (Kriyantono, 2003). The definition of the company profile is also explained by Suyanto, 2003 that the company profile can know the advantages of the company. Company profile is an image of the professionalism of a company that can be used as an effective marketing tool because there are visual elements in the form of images and text, especially if added other multimedia elements that will make the company profile's design look more attractive and can impress clients.

Dapur Bu Aji Yogyakarta is a homemade online catering business, social media-based that provides a relatively healthy diet with the direct supervision of dr. Aini DjUNET, M, Gizi. Formed in 2018, the catering business is still relatively young in Yogyakarta.

Based on observations and interviews, the media optimized by this business entity is

the owner's relationship from mouth-to-mouth promotion and also social media Instagram, where on Instagram can only display images and videos with a duration of at most one minute to reach potential buyers. With such a short period of time, sometimes advertising is not fully conveyed. There are not many domestic advertisements that use and apply the company profile video. This is because there is no interest from the makers of advertising products and the limited land or place for video promotion media company profile which is only driven by social media. In addition, by using visual promotion media, namely video advertising, company profile will be very helpful in introducing the product to the wider community.

Through the company profile, the duration displayed is somewhat longer than the advertisement in general, which is only made in a short time which only shows the core of the product being advertised, while in the company profile it is displayed in a long duration so that the audience can know the product or object to be advertised based on what was presented in this video company profile. In addition to being able to see products, the public can also see visual concepts equipped with narratives and backgrounds that are displayed. Based on the explanation above, this research was conducted with the title of "Making Video Company Profile as a Promotional Media for Dapur Bu Aji".

1.2 Problem Analysis

Based on the background described above, the problem analysis is "How to make a Video Company Profile as a Promotional Media in Dapur Bu Aji?"

1.3 Problem Limitations

In making of this company profile video, the author limits a number of points, so that in the multimedia design process the coverage does not expand and focuses on the introduction and discussion of the company. Therefore the problem limitations includes:

1. Showing the company profile video/shop.
2. Packed with a .Mp4 video file format with HDV/HDTV 720 25 quality with a resolution of 1280 x 720 pixels.
3. The software used is Windows 10, and Adobe Premiere Pro CC 2017.
4. This research was conducted at Dapur Bu Aji Yogyakarta.
5. The techniques used in making this video are *live shoot* and *slow motion*.
6. Video Company Profile Dapur Bu Aji Yogyakarta can be applied to social media namely Youtube.

1.4 Purpose and Objectives of Research

The purpose of this research activity is as one of the requirements for graduation an education program at the Strara-1 level at Amikom University in Yogyakarta.

While the objectives of this research activity to be conveyed in the preparation of this paper are:

1. Introducing Dapur Bu Aji Yogyakarta to the public in general.
2. Renew promotional media at Dapur Bu Aji Yogyakarta with the use of increasingly developing technology.
3. Making a company profile video as a promotional media for Dapur Bu Aji Yogyakarta.
4. Helping Dapur Bu Aji Yogyakarta to be able to provide the promotion service of Dapur Bu Aji Yogyakarta and is expected to increase the number of visitors to come there.

1.5 Benefits of research

The benefits of this thesis related to the Making Video Company Profile as a Promotional Media for Dapur Bu Aji are as follows:

1. For Researches:
Adding insights and skills in the research, deepen knowledge about multimedia applications, especially making a company profile video.
2. For Dapur Bu Aji Yogyakarta:
Introducing the company profile to the public and to the target audience so that the company can be known and the company's image increases.

1.6 Research Methods

1.6.1 Methods of collecting data

In conducting fact-finding studies and collecting data to solve existing problems, several methods of approach used are:

1. Observation Method

The first step that was carried out was the observation method, which was carried out by observing the promotion method and also the response of prospective customers to the current promotion method. This method is also carried out in order to obtain the necessary documentation relating to the Dapur Bu Aji Yogyakarta.

2. Interview Method

Interviews are conducted with the business owner, to get the data need in the study.

1.6.2 Analysis Method

After doing the research, all the data collected from the research object will be analyzed in order to get a solution to the problems that arise. The method used to analyze is the method of SWOT analysis. SWOT analysis is one method for describing conditions and evaluating a problem, a project or business concept based on internal factors and external factors, namely Strength, Weakness, Opportunities and Threats.

1.6.3 Multimedia System Development Method

Software development for implementation in this study uses the *Multimedia Development Life Cycle* method, where this method has 6 stages, namely *concept*, *design*, *collecting materials*, *assembly*, *testing*, and *distribution* (L. Binanto, 2010). The description of this method can be seen in Picture 1.1.

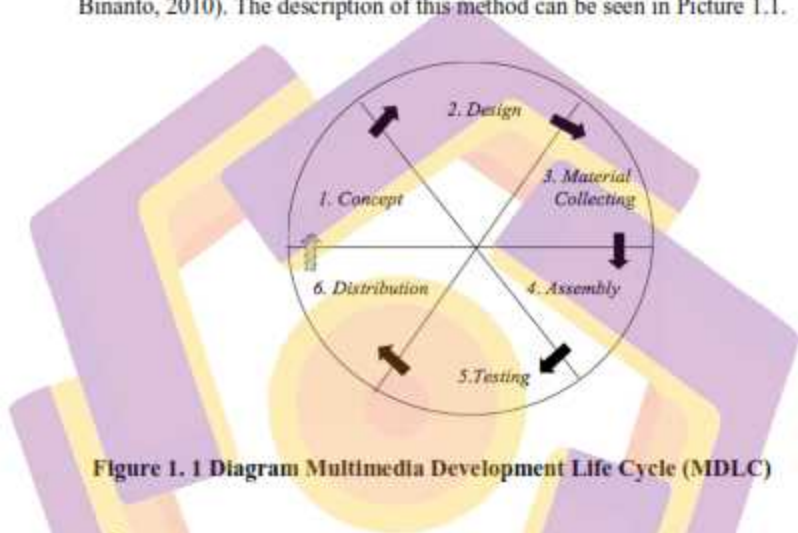


Figure 1.1 Diagram Multimedia Development Life Cycle (MDLC)

1. *Concept*

The *concept* stage is the stage to determine the purpose and who is the user of the program (audience identification). In addition, it determined what types of **applications are used** (presentations, interactive, etc.) and the purpose of the application itself (media promotion, entertainment, learning, etc.).

2. *Design*

A mature *concept* makes it easy to describe what should be done. The purpose of the *design* stage is to make specifications in detail about the

project architecture, the appearance and requirements of the project material, and style. This stage uses a storyboard to describe a series of stories or descriptions of each scene so that it can be understood by the user, by listing all multimedia objects and links to other scenes.

3. *Material Collecting*

This stage is the stage of collecting materials that are in accordance with the needs. These materials include images, photos, videos, audio, and the text that are either ready or still need to be modified according to existing needs. These materials can be obtained free of charge or by ordering to other parties in accordance with the design made in the previous stage.

4. *Assembly*

The *assembly* stage is the stage of making all multimedia materials. The application that will be created is based on the materials and multimedia files that have been obtained and then arranged and adjusted to the *design* stage.

5. *Testing*

The *testing* phase is the final stage where the company profile video is tested for feasibility whether it is feasible to be advertised or still needs to be addressed to ensure that the results of the company profile video are made according to the plan and according to the wishes of the owner.

6. *Distribution*

This stage is the last stage in the multimedia development cycle. Distribution can be done after the company profile video is declared feasible to use. At this stage, the video will be distributed by uploading via social media from Dapur Bu Aji. The evaluation phase is included in this stage. The evaluation is needed for the development of products that have been made in advance to make it better.

1.7 Systematics of Writing

To facilitate understanding of this thesis, the discussion is divided into several chapters according to each subject matter, namely:

CHAPTER I INTRODUCTION

This chapter is an introduction to the subject matter to be discussed, which consists of the background of the problem, the problem analysis, the problem limitations, purpose and objectives of research, benefits of research, research methods and systematics of writing.

CHAPTER II THEORETICAL BASIS

This chapter provides a description of the literature review that explains the research with the same theme to be used as a reference for the author and theories relating to the problems taken by the author. The definition of advertisements, stages of making company video, as well as understanding advertisements in the form of company profile.

CHAPTER III ANALYSIS AND DESIGN

This chapter describes design analysis, a general overview of the object to be addressed, the analysis that has been made, identification of problems and feasibility. This chapter also describes an overview of objects, story ideas from company profile, script, and storyboard. Following the stages the multimedia development cycle method.

CHAPTER IV IMPLEMENTATION AND DISCUSSION

This chapter describes the results and process of making a company profile video starting from the *concept* stage until the *distribution* stage, and discussing the company profile video that has been made.

CHAPTER V CLOSING

This chapter contains conclusions, suggestions and criticisms of researchers in order to produce a better information and media in the future.

REFERENCES

This chapters contains the sources of references that become a reference in the process of preparing this thesis.