

Making Advertising Videos To Develop Promotional Media On Tiktok Using The Sony Vegas Application At The Yuni Catering Jember Business

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ABSTRACT

This study aims to develop promotional media on Tiktok social media Yuni Catering Jember by creating an advertising video that will display one of the products from Yuni Catering Jember and provide more complete information. This study used the type of Action Research which consists of planning, action, observation, and reflection. Data collection methods included observation, interviews, documentation and questionnaires. The research results were obtained from distributing questionnaires to 1 owner, 2 multimedia experts, 2 marketing experts, and 15 potential customers. The Measurements Of design effectiveness used the EPIC Model which consists of 4 dimensions namely empathy, persuasion, impact, and communication. The results of measurement show that the design effectiveness has an average EPIC Rate of 4.35 out of 5. This indicates that respondents strongly agree that the advertising video is feasible and effective as a promotional media for Yuni Catering Jember.

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INTRODUCTION

Business development in Indonesia is growing rapidly, many new businesses are emerging, one of which is in the culinary sector. Increasingly tight business competition means that companies must be able to survive or be able to develop their business to become more advanced in accordance with their goals. To achieve these goals, companies must be able to meet the needs of their consumers. One strategy to win business competition is that business actors can take advantage of technological developments.

In an era of increasingly advanced technological developments, this has become a way for business actors to market their products and increase sales. There are many media that can be used by business people to promote their products, such as Instagram, Facebook, YouTube, Tiktok and other applications that can be used by the general public. As time goes by the business sector also experiences growth. With the existence of the internet, business people are competing to promote their products such as on social media. Social media can be understood as a digital platform that provides facilities for carrying out social activities for each user. Social media is used as a promotional strategy tool to reach consumers widely. The social media that is currently popular in the world is Tiktok.

Yuni Catering is a business running in the culinary sector that provides various kinds of traditional catered food. The location is on Jalan Manggis, Gang 11 No.7, Krajan, Jember Lor, Patrang District, Jember Regency, East Java 68118. Yuni Catering was founded in 2017, this business provides a variety of menus such as tumpeng, rice boxes and wet cakes. One of the promotions carried out by Yuni Catering is through Tiktok social media, namely @yunicatering, with Tiktok content it can reach consumers widely. Yuni Katering itself uses Tiktok social media to promote its products, but the use of Yuni Catering's Tiktok account is not optimal. Based on the background above, it is necessary to develop promotional media on Tiktok social media by making advertising videos, so the author of this thesis has taken the title "Creating Advertising Videos to Develop Promotional

Media on Tiktok Using the Sony Vegas Application for the Yuni Catering Business in Jember". The objectives of this research are as follows; 1) To create advertising videos using the Sony Vegas application as promotional media development at Tiktok Usaha Yuni Catering. 2) To determine the effectiveness of measuring video advertisements using the EPIC Model.

The results of previous research regarding making advertising videos to develop promotional media on social media are as follows: (Syafi'i 2022), with the title "Development of Promotional Media by Making Video Advertisements on Instagram to Increase Consumer Buying Interest at Starwash Shoe Malang". The results of the advertising videos created can increase consumer buying interest. (Anggraini 2022), with the title "Creating Promotional Videos Using Tik Tok Social Media as Additional Sales Promotion Media at Umkm Mayar Tuban". The results of the research showed that respondents accepted the results of the advertising videos that were made and were very well received by potential buyers or buyers. (Ramadhan, 2022), with the title "Promotional Media Using Adobe Premiere Pro CC to Make Advertising Videos for a Pair of Shoes and Care in Malang". The results of measurement research using the EPIC Model obtained a score of 4.15 which is included in the effective category. The advertising video has been uploaded on Sepapa Shoes and Care's Instagram. (Oktavia, 2022), with the title "Boba Time Commercial Advertising for Social Media Promotion Using Motion Graphics". Research results: By designing commercial advertisements using motion graphics, this can attract the interest of Warung Doelor buyers. And it can make it easier to convey information about Warung Doelor.

According to William J. Stanton in Suprpto and Azizi (2020: 1), Marketing is an overall system of business activities aimed at planning, determining prices, promoting, and distributing goods and services that satisfy the needs of both existing and existing buyers. potential. According to Brahim (2021:65), Promotion is a communication activity carried out by a person or company with the wider community, where the aim is to introduce something (goods/services/brands/companies) to the public and at the same time influence the wider community to buy and use it. that product. According to Jamarnis and Susanti in Devega (2022: 8), the word advertising comes from Greek, advertising is a form of mass communication through various mass media that is paid for by business companies, non-profit organizations from individuals identified in advertising messages with The purpose of providing information or influencing certain audiences and groups can take the form of writing, gambit, film or a combination of all these elements.

According to Limbong and Simarmata (2020: 3), Multimedia is a field with the integration of text, graphics, images, still and moving images designed and controlled using computers (animation), audio and other media where every type of information can be represented, stored, sent and processed digitally. According to Cecep Kustandi in Dianawati (2022), video is a tool that can present information, explain processes, explain complex concepts, teach skills, shorten or slow down time and influence attitudes. According to Eni Susilowati et al (2020), Tiktok is a short social platform application supported by music. Whether it's dance music, freestyle, or performance, video makers are encouraged to be as creative as possible and use their imagination as freely as possible and express their expressions as humorously as possible.

According to Durianto in Utami et al (2017:54) stated that the EPIC Model is a tool for measuring advertising effectiveness with a communication approach developed by AC Nielsen one of the world's leading marketing research companies that covers four critical dimensions, namely Empathy, Persuasion, Impact and Communication (Empathy, Persuasion, Impact and Communication).

METHOD

This research uses action research methods. The sample used was 20 respondents. The respondents consisted of 1 Owner, 2 multimedia experts, 2 Marketing Experts, and 15 Potential Consumers. The following are the stages carried out by researchers:

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Method of collecting data

This research uses data collection methods, namely primary data and secondary data. According to Halim and Haidir (2019:103), based on the source, research data can be grouped into two types, namely primary data is data obtained or collected by researchers directly from the data source. In this research, primary data was obtained through interviews with the owner of the Yuni Catering Jember Business. The data needed is data about promotional media previously used and a general description of the business and the various products offered. This data will later be processed and conclusions drawn. Meanwhile, secondary data is data obtained or collected by researchers from various existing sources. In this research, secondary data was obtained from journals, articles, the internet, books and previous research regarding theories in accordance with the research title about advertising videos as promotional media on Tiktok.

The data collection method in this research uses 4 methods, namely questionnaire, observation, interviews and documentation. According to Hartono et al (2018:54), a questionnaire is a technique collecting data through forms containing questions asked in writing to a person or group of people to obtain answers or responses and information required by the researcher. Making a questionnaire in this research regarding the development of promotional media with video advertisements on Tiktok at the Yuni Catering Business in Jember. The questionnaire was created based on the EPIC theory (*Empathy, Persuasion, Impact, and Communication*). Questionnaires were distributed to 20 respondents, namely business owner YuniCatering, multimedia experts, marketing experts and potential buyers. The purpose of the questionnaire is to find out whether the advertising video that has been made is suitable and suitable for publication. According to Hartono et al (2018:56), observation is often interpreted as a narrow meaning, namely paying attention to something using the eyes. Observation includes activities to strengthen attention to an object using all the sense organs. In this research, we observe the promotional media used by Yuni Katering Business and match the criteria in developing promotional media through making advertising videos.

According to Hartono (2018:57) interviews are a data collection technique used by researchers to obtain verbal information through conversation and face to face with people who can provide information to the researcher. This research uses an interview method conducted with the owner of the Yuni Katering Jember Business. The data obtained is regarding business profiles, products, promotional media and advertising video concepts. According to Hartono (2018:58), Documentation comes from the word document, which means written items. In implementing the documentation method, researchers investigate written objects such as books, magazines, regulations, meeting minutes, diaries and so on. The documentation carried out in this research collected pictures of product manufacturing activities at Usaha YuniCatering. And methodanalysisThe data in this study uses a Likert scale, analysis simple tabulation, average score and EPIC Rate.

RESULTS AND DISCUSSION

Design

In planning There are 3 stages in making an advertising video that must be done. Following are the stages:

1. Pre-Production Stage

The Pre-Production Stage is the initial stage of the production process. At this stage the technical preparations required at the production stage are carried out. The parts of the pre-production stage:

- **Idea/ Ideas**

The search for ideas is carried out by looking for references to examples of advertising videos that are used as a basis for making advertising videos. And determine the theme to make it easier in the production stage.

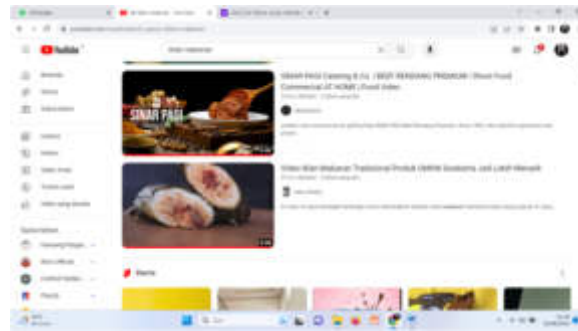


Figure 1. Looking for references for examples of advertising videos

- **Shortlist**

A shortlist is a document created to map out what aspects must be completed when making an advertising video.

Table 1. Shortlist

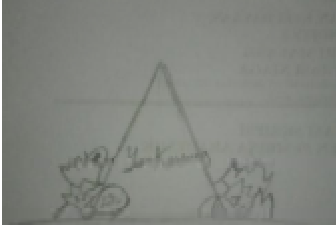
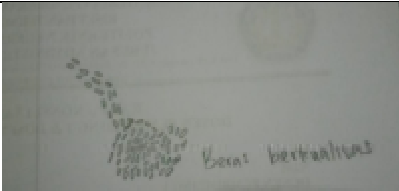
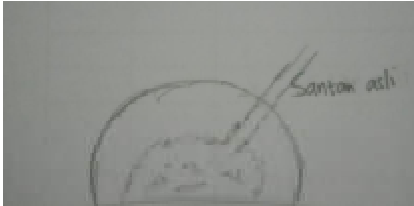



Scene 1
Displaying the business name "YuniCatering"
Cu - Features tumpeng rice
Scene 2
Displays raw materials
Ms - Drops rice
Ms - Pouring coconut milk
Ms - Throwing garlic
Ms - Throwing red onions
Mcu - Throwing turmeric
Ms - Throwing chilies
Cu - Featuring fresh chicken
Ms- Cutting eggs with a knife
Ms - Dropping tomato vegetables
Ms- Cutting cucumber
Scene 3
Ms- Showing mini tumpeng rice
Scene 4
MIs- Features tumpeng rice
Scene 5
Ms- Showing mini tumpeng rice and the invitation sentence "HOW ARE YOU INTERESTED IN THIS ADVERTISEMENT. LET'S ORDER TUMPENG RICE OR YUNI-STYLE BOXED RICE CATERING JEMBER"
Scene 6
Displays social media WhatsApp, Instagram and Tiktok as well as the location of Yuni Catering Jember Business.
Scene 7
Displays the business name "YuniCatering"
Cu- Features tumpeng rice

- **Storyboarding**

A storyboard is an image design sketch that is arranged sequentially according to the story script that has been created. The storyboard aims to describe the storyline in outline from the

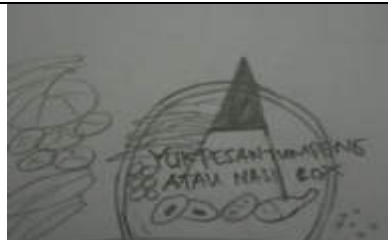
beginning, middle to end.

Table 2. Storyboard

	<ul style="list-style-type: none">- Scene 1- Shot Type: Cu- Caption: Displaying tumpeng rice with the business name "YuniCatering"
	<ul style="list-style-type: none">- Scene 2- Shot type: Ms- Note: Showing raw materials
	
	
	<ul style="list-style-type: none">- Scene 3- Shot type: Cu- Note: Showing yellow rice
	<ul style="list-style-type: none">- Scene 4- Shot type: Mls- Caption: Showing tumpeng rice



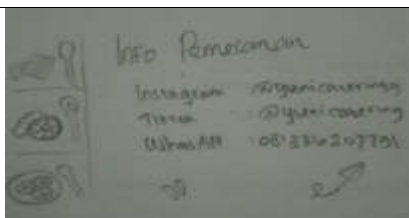
- Scene 5
- Shot type: Ms
- Caption: Displaying mini tumpeng rice with the invitation sentence "HOW ARE INTERESTED IN THIS ADVERTISEMENT"



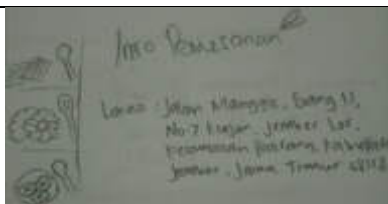
- Scene 5
- Shot type:
- Caption: Displaying mini tumpeng rice with the invitation sentence "LET'S ORDER TUMPENG RICE"



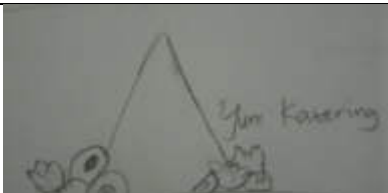
- Scene 5
- Shot type:
- Caption: Showing mini tumpeng rice with the invitation sentence "ALA YUNI CATERING JEMBER"



- Scene 6
- Note: Displaying social media



- Scene 6
- Caption: Displays social business location



- Scene 7
- Shot type: MCU
- Caption: Showing tumpeng rice And business name "YuniCatering"

● **Backsound**

Backsound is music or sound used as a background in a video. Backsound can give an impression and atmosphere to the video. Backsound makes the video more interesting and attracts attention.

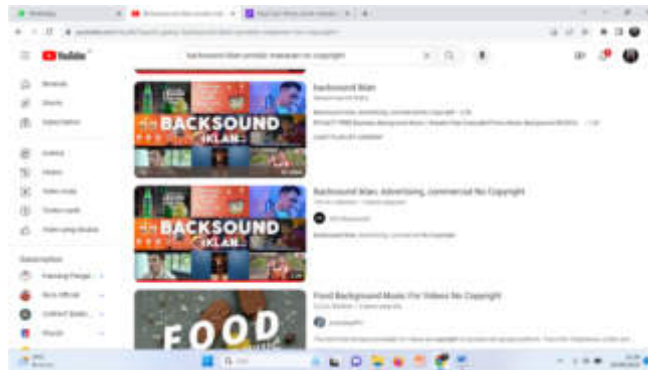


Figure 2. Looking for background sound

2. Production Stage

At the production stage there are several things that are done, namely:

- **Shooting**

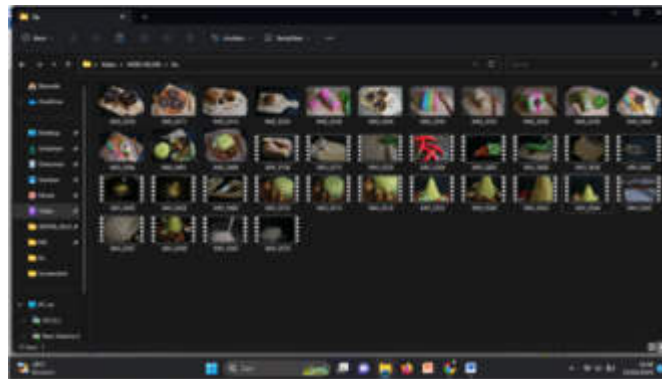


Figure 3. Taking pictures

- Determination of background sound

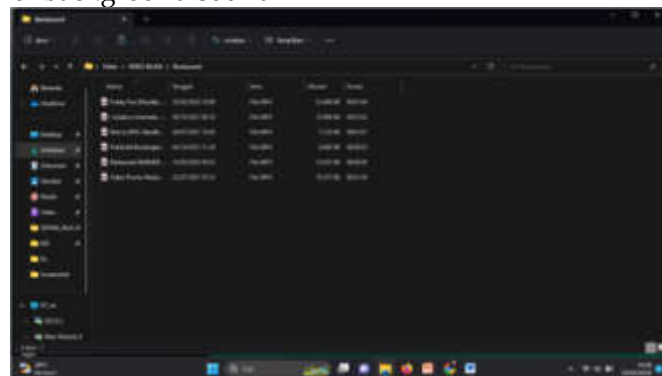


Figure 4. Determination of background sound

3. Post Production Stage

Post-production is the video editing stage. Stages carried out in the processed editingThe video includes preparing editing applications videos, combining video, audio, text and animation using the Sony Vegas application.



Figure 5. Opening the video editing application

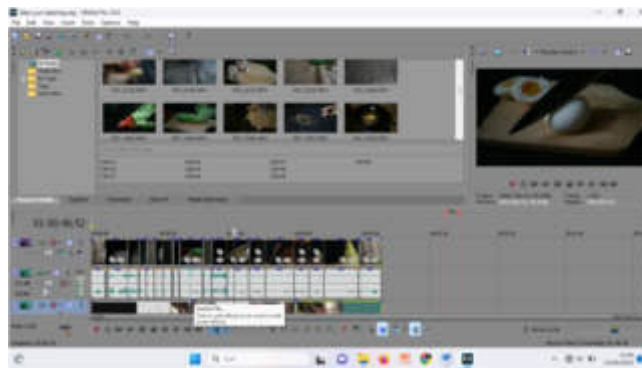


Figure 6. Cutting process and merge videos

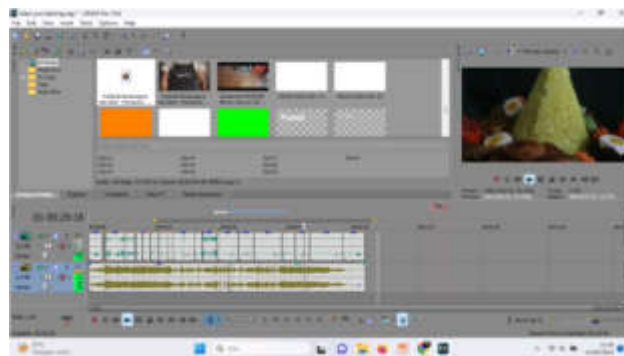


Figure 7. Adding background sound

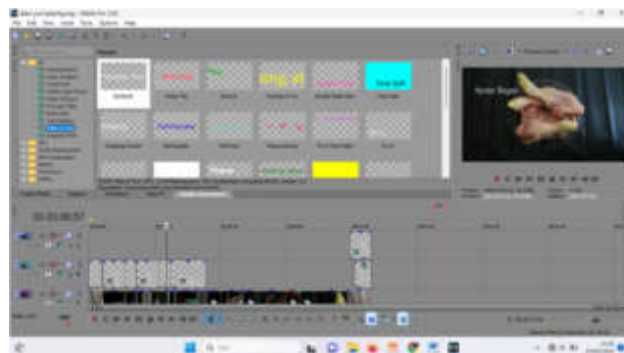


Figure 8. Process of adding text

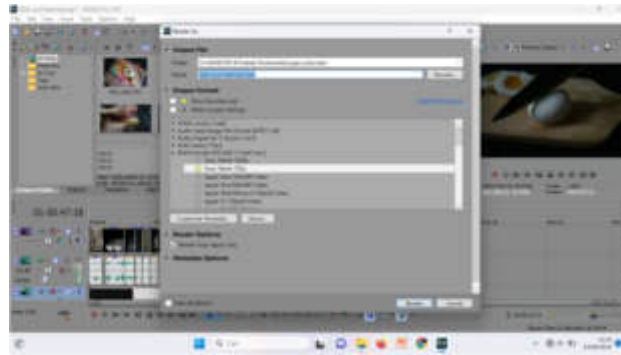


Figure 9. Rendering process

Based on the advertising video that was made and the questionnaire that was distributed to respondents consisting of 2 marketing experts, 2 multimedia experts, 1 business owner and 15 potential consumers. Based on the results of the action research presentation, it was obtained that the results of the assessment of the Yuni Katering Jember Business advertising video were very effective in theory from the EPIC Model. Based on the results of the action research presentation, it was obtained that the results of the assessment of the Yuni Katering Jember Business advertising video were very effective in theory from the EPIC Model.

EPIC Models for the Empathy dimension, it got a score of 4.3 which is included in the very effective category. Furthermore, the Persuasion dimension got a score of 4.35 which is included in the very effective category. In the Impact dimension, it gets an average score of 4.35 which is included in the very effective category. And finally, the Communication dimension got an average score of 4.41 which is included in the very effective category. After that, the EPIC Rate was calculated by combining the scores from each dimension to get an EPIC Rate score of 4.35 which is included in the very effective category. So based on the discussion above, making advertising videos is feasible and effective for publication on the social media of Yuni Katering Business Jember.

CONCLUSION

Yuni Catering Jember is a business operating in the culinary sector which provides various kinds of traditional catering food. The location is on Jalan Manggis, Gang 11 No.7, Krajan, Jember Lor, Patrang District, Jember Regency, East Java 68118. Yuni Catering was founded in 2017, this business provides a variety of menus such as tumpeng rice, boxed rice and various kinds of cakes. One of the promotions carried out by Yuni Catering Business is through social media Tiktok and Instagram so that it can reach consumers widely. This research uses action research with research procedures consisting of planning, action, observation and reflection. The research results are based on a questionnaire distributed to all respondents including 1 owner, 2 multimedia experts, 2 marketing experts and 15 potential consumers. Measuring design effectiveness was carried out using the EPIC Model method with the items Empathy, Persuasion, Impact and Communication. The results of research based on distributing questionnaires showed that the average EPIC Rate score was 4.35, which is in the very effective category. So it can be concluded that the advertising video that has been made is suitable for publication on Tiktok Yuni Katering Jember's social media to be used as promotional media development. Based on the research that has been carried out, the advice that can be given to the Yuni Katering Jember Business is that the advertising video that has been made can be used as a reference for the next video. And it's best to regularly create content with different products so that potential consumers or the public know more about what products are available in the business.

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