NAGARI PROFILE VIDEO AS AN AUDIO VISUAL REPRESENTATIVE OF NAGARI SALIMPAUNG TO INCREASE THE IMPORTANCE OF PUBLIC DIGITAL INFORMATION AWARENESS

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Abstract - *This study aims to show the effectiveness of nagari's profile video, which is one of the series activity carried out in Nagari Salimpaung brought by KKN Kolaborasi Nusantara between UIN Imam Bonjol Padang and UIN Sunan Kalijaga Yogyakarta. This research used a descriptive qualitative research design. The subject of this research is the Nagari Salimpaung profile video, with the object of research being the input and output of the video. Data collected using the Research and Development Method. The stages of data analysis include Research and Development analysis and also profile video potency analysis. The results showed that the effectiveness of this profile video can be considered good in order to provide video content creative education to the people of Nagari Salimpaung, (1) It was found in the ADDIE analysis results that there was an active involvement by the Salimpaung society in the process of making and designing profile videos, (2) Visually, in profile videos that have been analysed through video potential analysis shows collaboration between government agencies, leaders of Kerapatan Adat Nagari, and society in general, (3) The effectiveness of digital publication of the Nagari Salimpaung profile video on the TikTok platform is quite good. So that based on the results of this interpretation, the nagari profile video is able to become representation of the nagari in order to increase the importance of digital information transform awareness to all parts of Nagari Salimpaung society.*

Keywords: *Profile Video, Digital Information, Awareness*

1. INTRODUCTION

Nowadays, the era has evolved into an all-digital one. Humans are required to keep up with the times, to adapt or be left behind. Community service actually has a broad definition and scope. However, in this context, the community service carried out focuses on how human resources in Nagari Salimpaung can adapt and have capabilities in the modern-digital realm. This effort has a long-term goal of increasing the capabilities of the community in a broader aspect. Digitalization today is defined as the process of managing printed documents or reality into electronic documents (Asaniyah 2017). The process of transforming information to digital and can be felt and known by more people is the point that is emphasized in this case. Moreover, the purpose of this digitization process is to adapt to the era that is currently being felt.

Nagari Salimpaung is the destination for the realization of the visual digitization program in this community service. This Nagari is located in Salimpaung District, Tanah Datar Regency, West Sumatra Province, Indonesia. Nagari Salimpaung has four jorong or hamlets including Jorong Nan IX, Jorong Nan II Suku, Jorong Koto Tuo, and Jorog Padang Jaya. This Nagari is synonymous with *Kelurahan* or village which has an interesting culture in the socio-religious aspect. There is a philosophy inspired by the people of Nagari Salimpaung, "*Adat Basandi Syarak, Syarak Basandi Kitabullah*." Where this philosophy emphasizes Minangkabau customs are based on Islam and Islam is based on the Qur'an (*kitabullah*). Nagari with a religious culture becomes the interpretation of Nagari Salimpaung.

Furthermore, Nagari Salimpaung is one of the villages that has potential in natural and cultural tourism. In terms of nature, Nagari Salimpaung has potential to be explored, including Bukit Godang and Tujuh Tingkek waterfall. While in the cultural aspect, Nagari Salimpaung has a culture that is still being so alive today. The traditions that are still maintained to this day make Nagari Salimpaung a model of Traditional Nagari in Tanah Datar. One of the traditions that still exist today includes the coronation of Datuak in a tribe or clan in the community.

But from the existing reality, human resources in Nagari do not yet have an awareness of digitization. The idea was taken from observations made through government institutions, youth, art communities, and others that do not have a special media team to handle documentation and publications at a professional level. This is the focal point of the work programme in the framework of this community service, an effective and solutive way must be found to increase awareness of digitization as well as awareness of the capability of the people there. This awareness of digitization will indirectly have an impact on the social and economic branding of the community, which of course will increase because it is able to reach a wider digital market. Considering the potential of resources and socio-religious culture that they have is very unique and identic with old Minangkabau culture, of course, it is the main point and potential that should be

able to be maximally utilized in the world of digital publications to promote the village.

This step was taken to become an example and initial principle to continue exposing the beauty and uniqueness of Nagari Salimpaung. Given the natural, cultural, and social potential of the village, visual digitization is important. In the process, the success of this visual-digitization process will have an impact on aspects of whole society.

On the other hand, making nagari profile videos is a solution offered. Reflecting on transformation 5.0, information is a basic need in people's social lives so that it can be understood that "*information is the lifeblood that sustains political, social and business decisions*" (Wuryantai 2013). Information is an important point in people's lives. In this case, the nagari profile video becomes a media representation of the village that is able to transfer specific information and potential related to the village to the public.

2. METHOD

The type of research used in this study is RnD (*Research and Development)*. It is a research method used to produce certain products and test the effectiveness of these products (Sugiyono, 2018). The procedure applied in this research is the ADDIE development model, which is a development model consisting of five stages: *Analysis*, *Design*, *Development*, *Implementation* and *Evaluation (*Gy, 1995). The level of validity and feasibility of the profile video resulting from the development research is identified with the score presentation. The greater the score presentation of the data analysis results, the better the feasibility level of the product development research results (Mayfield, 2011). The validity test was carried out by giving a percentage assessment to the leaders and the Salimpaung community regarding digital products. Criteria for making decisions in validating Nagari profile videos as a product of connecting communities, literacy and digital inclusion (Yuliani *et al.,* 2021).
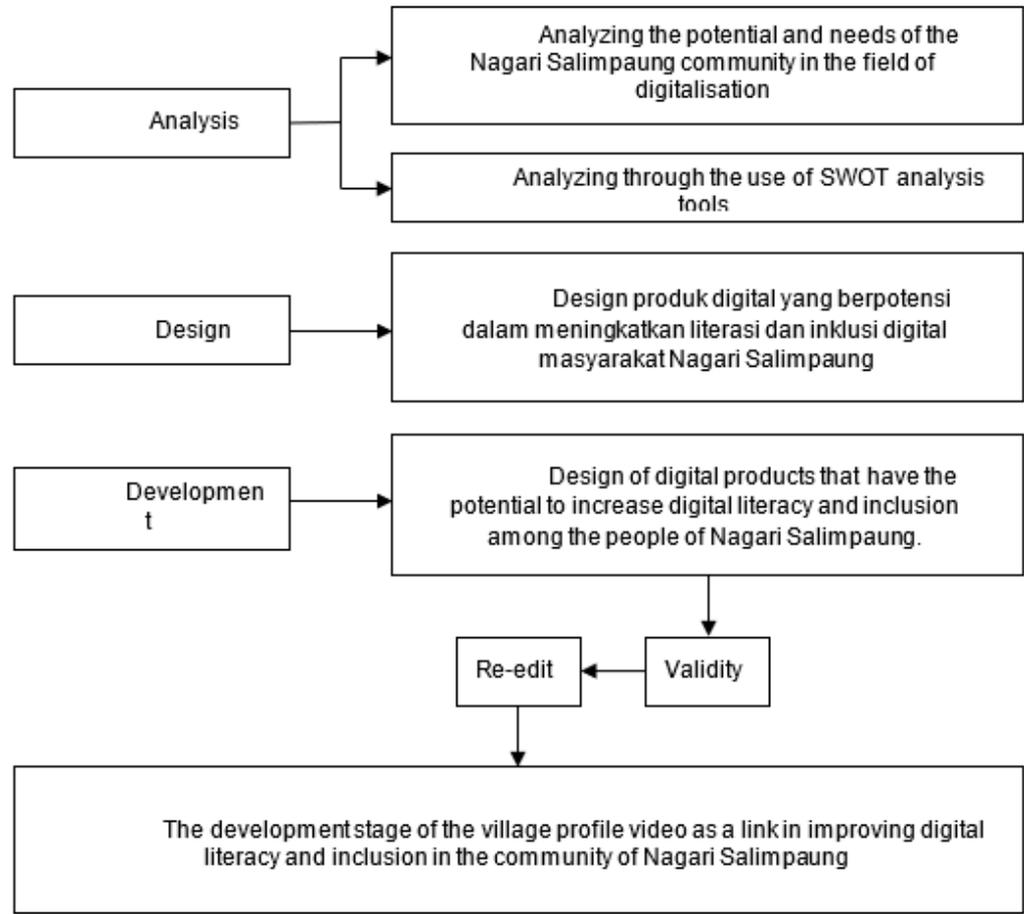
Figure 1. *RnD* Development Model

Table 1. Validity test of profile video

Number	Persentage	Keterangan
1.	80% – 100%	Valid
2.	60 % – 79,99 %	Quite Valid
3.	50 % - 59,99 %	Less Valid
4.	0 – 49,99 %	Invalid

Source: Processed by researchers, 2023

Data Collection and Research Focus

Data collection is carried out by interviewing respondents which can provide more in-depth data, information and value (Rizal Bisjoe, 2018; Lalingkar *et al.,* 2022). Interviews are also a process of collecting qualitative data and information in a systematic way about a problem that is carried out by asking questions, opinions and opinions (Yeni *et al.*, 2017; Siregar, 2019). The material that will be the topic is focused in the form of questions and opinions that must be conveyed by participants ((Beckmann & Weber, 2016). By asking questions then answered by the respondents. The focus of this research is to integrate - interconnect, improve and develop digital literacy and inclusion in the Nagari Salimpaung community through the Nagari Profile Video product. In addition, this can also be an introduction to the world about the traditional Minangkabau culture in Nagari

Salimpaung, developing the potential of existing resources and as an attraction for Nagari Salimpaung.

Data Analysis

In this study, the analysis tool used is descriptive qualitative percentage and description. This analysis method presents data in written form and describes the data as it is, according to the needs of the data from the research results which are analyzed in the study (Liang & Mo, 2017). The data analysis carried out is manual. So, in this data analysis, researchers will describe digital implementation and digital literacy in society (Hunger 2003).

3. RESULTS AND DISCUSSION
Research And Development Analysis

The product produced from this research is a *profile video* which is an output and pilot that digital literacy and inclusion must be improved. The profile video is proof that Nagari Salimpaung has a lot of potential in various sectors that can be raised into a work. Therefore, literacy and digital inclusion in the Nagari Salimpaung community must be improved. This research uses the ADDIE model learning media design. The ADDIE model has five stages including Analysis, Design, Development, Implementation and Evaluation (Xia & Ge, 2019). Because the purpose of this research can develop the implementation of digital literacy and inclusion. In addition, it is also to produce a valid media for delivering information. The stages of this research will be explained below:

1. Analysis: the first stage of analyzing digital literacy and inclusion in the Salimpaung community was done through field studies. From the field study, a social circle that has great potential in its development can be produced, which still requires digital literacy and inclusion. This is intended as an effort and pilot for the people of Nagari Salimpaung in building potential through digital literacy and digital inclusion.

2. Design. This stage is carried out by planning and forming a design related to the potential that exists in Nagari Salimpaung such as culture, activities, habits, customs and economy. This becomes supporting material for profile video products as an effort to increase digital literacy and inclusion.

3. Development. At this stage, researchers make media in the form of profile videos in accordance with the plans that have been made before. The researcher's profile video development process uses software in the form of a *cap cut for PC* application, *HDR* lens, *Dolby Vision (60fps) 1080p resolution* and also a Sony A5100 lens paired with a *Zhiyun A2000c stabilizer*. After the profile video was completed, the researchers then conducted a validation test by media experts, community leaders and the people of Nagari Salimpaung. Media expert validation includes aspects of language, visual communication

aspects, information aspects and evaluation aspects. The result of the validity level assessment by media experts is **80%** which is included in the **"Good/Valid" category.** Meanwhile, validation by community leaders includes aspects of potential activities, aspects of material relevance and aspects of the effects of literacy and digital inclusion resulting in a value of **91%** which is included in the **"Good/Valid" category.** Validation by the community regarding aspects of the effects of literacy and digital inclusion resulted in a score of **86%** which is included in the **"Good/Valid" category.**

4. Implementation: this stage is carried out by publishing profile videos to the entertainment world through social media and the entire community of Nagari Salimpaung. Based on the number of views, likes and comments in the FYP category is equivalent to **70% "quite valid".** While the publication by the entire community of Nagari Salimpaung resulted in enthusiasm and interest with a value category of **86% "good/valid".**

5. Evaluation: this stage is carried out management of responses, enthusiasm and discussion group data by media experts, community leaders and the people of Nagari Salimpaung related to drawing conclusions from the effects of digital literacy and inclusion with profile video products. Based on the results of the discussion group, it can be concluded that profile videos can be used as an effort and output or product in improving digital literacy and digital inclusion in the community of Nagari Salimpaung.

Profile Video Potency Analysis

In the section of introduction, it was explained about how digital information has become very important for modern society today. The communication pattern of this society requires the transformation of conventional communication towards modern. Humans always use language, symbols, even symbols with the aim of conveying messages that exist in one individual to another individual or group. In conventional communication, language plays an important role in the process. According to Widyamarta (1989: 82) what is meant by language is a series of sound communication systems, which in its activities use sound symbols with certain meanings that have been agreed upon by the language user community or *arbitrary*. Meanwhile, when compared to modern communication activities, not only language has an important meaning in conveying messages. In modern communication patterns that are usually presented in the form of videos, *cinematography* becomes very important from the use of language with the aim of providing psychological influence and interest for the audience.

James (1981) In *How To Read A Film:The Art, Technology, Language, History, and Theory of Film and Media,* aspects of *cinematography* can be divided into two things in short:
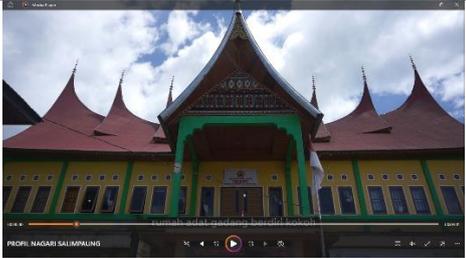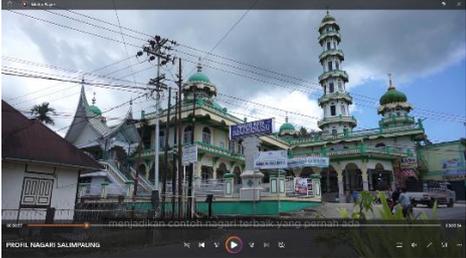
1. Forms, contains visuals, audio, narration, and how each scene in the video object is introduced in the video, and
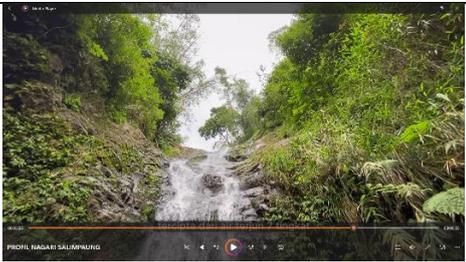2. Approach and instrument.

Forms

A. Visual

This aspect is divided into lighting and shooting position of a video or film. Lighting gives effect to each scene that will be displayed in the video series that will be displayed. The better the lighting, the easier it is for the audience to receive the message conveyed in the video. Meanwhile, the shooting position or camera angles is an intermediary for the relationship between the filmmaker and the audience.

Table 2. Visual Analysis

Number	Visual	Explanation
1.		Profile video minute 00:08 "Panorama of Bukit Godang during the day"
2.		Profile video minute 00:30 "The office of the WaliNagari Salimpaung seen from the front"
3.		Profile video minute 00:37 "Salimpaung Grand Mosque front side"
4.		Profile video minute 01:34 "The beauty of the Salimpaung Grand Mosque dome from the inside"

5.		Profile video minute 00:19 "People parade in Batagak Pangulu event under the foot of Mount Marapi"
6.		Profile video minute 03:36 "The first level of Tujuh Tingkek Waterfall"
7.		Profile video minute 02:18 "Puskesmas Nagari Salimpaung from the side"

Source : Nagari Salimpaung's Profile Video by KKN Kolaborasi Nusantara 2023
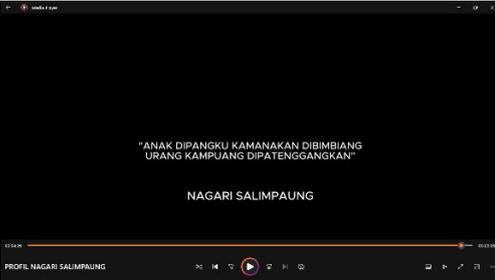
B. Audio

Audio has a role to take over the attention of the audience and to liven up the atmosphere in the video according to the message to be conveyed through it. Audio is divided into voice over, sound effects, music, and silence. In Salimpaung's video profile contain voice over arranged and recorded by KKN Kolaborasi Nusantara 2023, then most of the music background used uncopyrighted Minangkabau traditional song, and original recording from talempong or traditional instruments played by people during *Batagak Pangulu* and also in collaborated with Rantak Rang Salapan art community.

C. Narration

In general, narration in video or filmmaking is similar to literature. However, the material that is more emphasized in audio visual's narration usually uses movement combined with words. Narration consists of aspects, action, character, setting and time.

Table 3. Narration Analysis

Number	Narrative	Explanation
1.		Profile video minute 01:42 Bringing the narrative of *"Adat Basyandi Syara, Syara Basandi Kitabullah"* as a representation of the religious principles held by Nagari Salimpaung in the profile video.
2.		Profile video minute 04:26 *"Anak dipangku kamanakan dibimbiang urang kampuang dipatenggangkan"* This narration is the customary and tribal principles upheld throughout Nagari Salimpaung that presented and exist in the middle of society. This is the core principle in the making process of nagari profile video contents.

Source : Nagari Salimpaung's Profile Video by KKN Kolaborasi Nusantara 2023

D. Figure

Characterization is essential to the audio-visual presentation of a work. A characterization should be able to answer who exactly the intended subject of the video is and which perspective the subject will take. Regularly, all the objects, dialogues, and scenes that have a certain purpose presented in an audio-visual work must be representative of what is actually intended in conveying the message. This is one of the reasons why a good work is no longer about telling the story but showing the story.

Table 4. Figures Analysis

Number	Figures	Explanation
1.		Profile video minute 04:06 Nagari government employees as a representation of government apparatus involvement in the profile video.

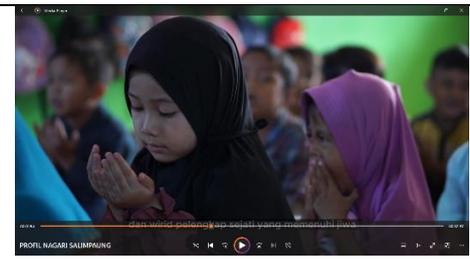|		
2.		Profile video minute 03:49 Wali Nagari Salimpaung as a representation of government apparatus involvement in the profile video.
3.		Profile video minute 02:34 A student holds up a finger to represent the nagari's formal education activities in the profile video.
4.		Profile video minute 02:30 A group of students playing while learning as a representation of the formal education activities of the nagari in the profile video.
5.		Profile video minute 02:15 The activities of traders in the Nagari Market as a representation of the economic activities of the Nagari in the profile video.
6.		Profile video minute 02:01 Farmers conducting seedlings as a representation of the nagari's economic activities in the profile video.
7.		Profile video minute 01:54 Quranic activities by TPA in one of the jorongs of Nagari Salimpaung as a representation of the religious activities of the village in the profile video.

| 8. | | Profile video minute 00:20
The activities of the Rantak Rang Salapan Art Community as a representation of the cultural empowerment of Nagari Salimpaung in a profile video. |
| 9. | | Profile video minute 04:09
Minangkabau traditional attire in the Salimpaung Nagari Festival event as a representation of the cultural empowerment of Nagari Salimpaung in the profile video. |

Source : Nagari Salimpaung's Profile Video by KKN Kolaborasi Nusantara 2023

Approach and Instruments

An audio-visual work such as a video or film cannot stand on its own without being connected to the social, cultural and institutional context in which it is produced and received. The reception of the audience will vary according to participation, beliefs and values held in accordance with social and even political backgrounds. The community of Nagari Salimpaung is divided into several tribes with different social and political backgrounds that are represented in the process, results, and publication activities that have covered the principles and principles of filmmaking itself.

Figure 2. TikTok traffic of Nagari Profile Video**Source :** Published by
https://ww 1. Tw.tiktok.com/@17dickyyy

4. CONCLUSION

Nagari Salimpaung is one of the villages that has potential in natural and cultural tourism. In terms of natural aspects, Nagari Salimpaung has potential to be explored including Bukit Godang and Tujuh Tingkek waterfall. While in the cultural aspect, Nagari Salimpaung has a culture that is still being realized today. The traditions that are still maintained to this day make Nagari Salimpaung a model of Traditional Nagari in Tanah Datar. One of the traditions that is still being realized today includes the appointment of Datuak in a tribe or clan in the community. However, this Nagari has one very serious problem, namely that the human resources in this Nagari do not have an awareness of digitalization.

Visual digitization in the form of videos is the solution offered. The creation of profile videos involving all levels of society in Nagari Salimpaung. This research is able to prove the effectiveness of making profile videos in order to create awareness of technology and digitization of information which is expected to be maximized by the community independently in the future. The type of research used in this study is a type of development research (Research and Development), a research method used to produce certain products and test the effectiveness of these products.

Through the analysis conducted using the RnD method, it is proven that the content incorporated in the audio-visual work in the form of a nagari profile video has a great potential because in terms of cinematography the composition of the profile video has covered important aspects in it, while in terms of approaching or approach, the production activities of this profile video have succeeded in engaging all levels of Salimpaung society. Then the last is publication, not only getting positive comments and responses from conventional publications but profile videos also get a lot of attention in digital media. This certainly provides an introduction to the people of Nagari Salimpaung regarding content makers and the importance of digital publication of the village to introduce the village in terms of social, culture and tourism to the outside world.

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