BRANDING STRATEGY THROUGH PROFILE VIDEOS: A DESCRIPTIVE STUDY ON ESTABLISHING THE IMAGE OF *DUKUH* PLOSO AS AN 'EMPOWERED *DUKUH*'

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Abstract - *The widespread development of the digital era has brought various new innovations to branding activities. One of them is through profile videos, which are an increasingly popular form of audio-visual content used as a means of shaping images, including the image of a place. This research aims to explore and analyze the branding strategy through profile videos in shaping the image of Dukuh Ploso as an "Empowered Dukuh." By focusing on the discussion of the process of making videos and the resulting sustainability impacts. This research was prepared using a descriptive qualitative method with data obtained from observation, interviews, documentation, and literature studies. As for the implementation method, it is carried out through the preparation and observation process, interviews and the realization process. The results of this research show that the process of making a branding video of Dukuh Ploso is carried out through three main stages, namely pre-production, production and post-production by presenting the potential and main sectors owned by Dukuh Ploso to highlight its image. In addition, the impact of making a video profile of Dukuh Ploso not only serves as a means of promotion and introduction to outside audiences but also as a medium that encourages people to continue to innovate and increase their potential, especially those related to the main commodities they have. The results of the research are expected to make a new contribution to the field of study around the formation of branding, especially in the context of developing the image of a place. In addition, the results of this study are also expected to be a practical recommendation for the development of an effective branding strategy for Dukuh Ploso and other hamlets that face similar problems..*

Keywords: *Branding Strategy, Dukuh Ploso, Empowered Dukuh, Image, Video Profile*

1. INTRODUCTION

In the increasingly widespread development of the digital era, video has become one of the communication tools that is considered effective for use in the branding process and shaping the image of a region or institution (Damayanti, 2018). One type of video used as a means of branding is a profile video. Profile videos are a form of audiovisual content, which plays an important role in conveying information and providing an overview of a particular entity with a wider audience reach (Nasrullah, 2016). Where videos not only function as a means of promotion but also as a narrative medium (Mathory & Syahna, 2022), which will explain the values, culture, habits, and uniqueness of the subject or object being raised.

In further discussion, profile videos as a branding strategy have great potential to create a positive image that will increase public appeal, including in the branding process of various hamlets located in rural areas (Rizki et al., 2023). Regarding this, one of the hamlets that has great potential to be developed through a profile video branding strategy is Dukuh Ploso. Dukuh Ploso is a hamlet located in Giritirto Village, Purwosari District, Gunungkidul Regency, Special Region of Yogyakarta, with various advantages in the agricultural and plantation sectors (Giritirto Village, 2013). Especially in its tobacco commodity which is the main livelihood of its people.

However, unfortunately the potential advantages possessed by Padukuhan Ploso, especially as a tobacco producing area, are still very rarely known. This is also supported by the statement in Fahru Nurosyid's research (2022) which states that the branding process and utilization of technology carried out by the community are still limited to the formation of information systems. The complexity of creating this information system has forced all village officials, including those in charge of compiling the hamlet information system, to focus only on that. In fact, the Village Information System or hamlet (SID) requires a profile video to introduce potential so that it can create a more qualified positive image (Sakir & Putri, 2022). Especially for Padukuhan Ploso as a hamlet that is empowered with the advantages it has.

Therefore, considering the urgency and complexity of the problem, effective steps are needed to shape and introduce the image of Padukuhan Ploso as an empowered hamlet. Branding strategy through profile videos can be one of the right solutions to deal with this. Through attractive visualization and appropriate narrative, profile videos can help build a stronger image and identity of Dukuh Ploso. So this study aims to explore and analyze branding strategies through profile videos in shaping the image of Dukuh Ploso as "Empowered Hamlet." namely by focusing on the discussion of the video making process and the expected impacts. In further developments, the results of this study are expected to provide new contributions in the field of studies around branding formation, especially in the context of developing the image of a region. In addition, the results of this study are also expected to be practical recommendations for developing effective branding strategies for Dukuh Ploso and other hamlets facing similar problems in Indonesia.

2. METHOD

The research was compiled using a qualitative approach with a descriptive method. Meanwhile, the reason for choosing this approach is in line with the research objectives, namely to describe more clearly the branding strategy through profile videos in order to form the image of Ploso Hamlet as an empowered hamlet, where this research will focus on the analysis of the stages of making videos and the expected follow-up impacts of the branding process. The data presented in this study consists of primary data and secondary data. Primary data was obtained through a process of direct observation and in-depth interviews with related parties according to the data needed in making the Dukuh Ploso profile video. While secondary data was obtained through the documentation process and literature studies of documents, archives and related literature that could strengthen the primary data. The location of the research and making of this profile video was carried out in Dukuh Ploso, Giritirto Village, Purwosari District, Gunungkidul Regency with an implementation time during the KKN period which had been set, namely for 45 days (July 10-August 23, 2024).

A. Implementation Method

The implementation method for creating a profile video to establish the image of Dukuh Ploso as an empowered community can be described as follows::

a. Preparation and Observation

Preparation is one of the first stages that must be carried out in the process of making a profile video, this is related to the initial data and information needed. The preparation process is also closely related to observation. As for observation, it is carried out through two stages, namely pre-production observation and observation while production is in progress. The pre-production observation process is intended to obtain an initial picture related to the concept of the profile video to be made. This is also related to **the planning and survey process, compiling video concepts, making scripts, and everything else related to the pre-production stage**. While in the production stage, observation is carried out with **the aim of obtaining video clips that will be displayed in the profile video**. In addition, observation is also carried out to ensure the authenticity of the data.

b. Interviews

Interviews were conducted with key informants to obtain data that could strengthen the narrative in the compilation, namely the head of Ploso tobacco farmers and other related sources. In addition, to add to the presentation of data displayed in the study, interviews were also conducted with the cameraman and editor of the profile video so that the description and analysis in this study could be carried out more comprehensively.

c. Implementation Process

The implementation process is the core stage of making a profile video. In some aspects, this stage is also carried out simultaneously with the other two stages. The implementation of making the video is also carried out after the concept and script that have been planned are carefully arranged.

B. Tools and Materials

The tools and materials used in the process of creating the profile video as a branding strategy to establish the image of Padukuhan Ploso as an empowered community are as follows:

1. Tools
   a. iPhone 11 and iPhone SE 2022 smartphones for filming
   b. Microphone from a Redmi Note XI Pro smartphone
   c. Tripod
   d. Drone
   e. Computer with a Ryzen 3 3450G processor
   f. Software editing
      1) Corel Draw 2021
      2) Capcut
      3) Adobe Photoshop
   g. Audio editing
      1) Capcut
2. Materials
   a. Outline/storyboard
   b. Script
   c. Music
   d. Video Footage
   e. Voice over
   f.

3. RESULTS AND DISCUSSION
A. Profile video production

The process of producing the profile video for Padukuhan Ploso to establish its image as an empowered community can be divided into three main stages. The details of these stages are as follows:

a. Pre-Production Stage

Pre-production is the initial stage in the activity of making a profile video of Padukuhan Ploso which includes the preparation process, planning, scripting process, storyboard, recording equipment and material needs, searching for appropriate talent, dividing the job desk of the production team and various other stages carried out before the production process takes place (Apriliani et al., 2019). In more

detail, the activities in the pre-production stage can be described as follows:

1) Formation of the production team, before making a profile video, the first thing to do is to form a production team. The production team for this Padukuhan Ploso profile video is the KKN 108 Ploso Team, UIN Sunan Kalijaga Yogyakarta.

2) Preparation, observation, and planning: at this stage, the KKN 108 Padukuhan Ploso group as the production team conducted research related to Dukuh Ploso. This includes research on the potential it has, facilities, demographic and geographic data, and the main commodities of the hamlet.

3) Script preparation: the script contains a guide that contains the flow and narrative that will be conveyed in the video. The script must be written concisely and briefly but still covers the core parts that are to be described. In the script preparation process, the KKN 108 Ploso Production Team, who serves as the scriptwriter, also provides an explanation related to important aspects that must be displayed in the video, such as the main commodities, facilities and daily activities that are usually carried out by the community.

4) Storyboard: When the script has been completed, the storyboard is created. The storyboard will contain simple visualizations that serve as guidelines for the cameraman in shooting videos (Mardi, 2020).

5) Preparation of tools and materials and division of job descriptions for each individual: at this stage, data collection and preparation of the tools needed during the production process are also carried out, including division of the workload that must be completed by each member.

b. Production Stage

The production stage is the stage of taking pictures and videos which is carried out according to the planning that has been prepared in the pre-production stage (Muafa & Junaedi, 2020). The activities carried out at this stage are:

1) Filming and Videography: This is a core stage in the production process, where filming is carried out based on the storyboard and outline prepared earlier. Video and image capture are conducted at various locations and conditions as needed for the production. The locations for filming are diverse and are selected to align with the narrative and script, following the simple storyboard that has been prepared. For example, filming may take place at the welcome arch, local tobacco fields, tobacco processing sites, educational facilities, village

hall, religious sites, and other locations that contribute to shaping the image of Padukuhan Ploso as an empowered community.

2) Interviews: Interviews are conducted to enhance the data presented in the video. In the production of the profile video, interviews are carried out with the head of the tobacco farmers to supplement and reinforce statements related to tobacco as a key commodity.

Figures 1 and 2
Interview with tobacco farmers

Source: Personal Documentation

3) Voice-over Recording: Voice-over recording is used to provide narration for the profile video, including general explanations and specific details related to Padukuhan Ploso.

c. Post-Production Stage

The post-production stage is the final phase after production, where all video footage, images, and audio recordings completed during the production phase undergo editing to create a cohesive final product (Andika, 2023). Broadly, the post-production process includes:

1) Editing, The footage shot by the cameraman is reviewed and selected, and then combined with transition effects and duration adjustments. Additionally, Indonesian subtitles are added to the video, allowing viewers to better understand the content of the profile video.

2) Adding Supporting Music: The music used in the Padukuhan Ploso profile video features traditional Javanese elements, including gamelan sounds, which complement the rural atmosphere. Additionally, the selection of music is aligned with the voice-over recordings to ensure cohesion with the previously edited video.

3) Adding Supporting Text: After incorporating the video and voice-over recordings, the next step is to add supporting text for additional information within the video. This includes Indonesian subtitles, captions identifying interviewees,

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opening and closing credits, and the names of the production team members.

4) Finishing and Rendering: Once the Padukuhan Ploso profile video has completed the editing process, the next step is finishing and rendering. Finishing involves cross-checking the edits to avoid any errors in the video. After this review, the video is rendered according to the desired format.

5) Uploading to Social Media Accounts: After the finishing process is completed, the profile video is uploaded to the KKN 108 Ploso YouTube account and then disseminated across other social media platforms.

Figure 3

Snippet of the video uploaded on the KKN 108 Ploso YouTube account

Source: Screenshot from the YouTube application

The profile video will also be uploaded to Giritirto Village Youtube, and has been symbolically handed over to the Head of Ploso Hamlet and the Head of Giritirto Village by the KKN 108 Ploso production team. The video link was then also shared on the Instagram account of the hamlet, KKN 108 Ploso, and the Ploso community who were also enthusiastic about the making of the Ploso Hamlet profile video as an empowered hamlet.

B. Sustainability Impact of the Branding Strategy

In general, the creation of a profile video of Ploso Hamlet as a branding strategy will essentially have a positive impact on the formation of the image of Ploso Hamlet as an empowered hamlet. In addition, the profile video will also have a further impact on the community socially and economically. Economically, the profile video of Ploso Hamlet will help the community to introduce Ploso tobacco as the main commodity produced so that it becomes better known by a wider audience and become a new step

that will advance the hamlet's economic sector and a means for the formation of an empowered community.

Socially, on a wider scale, this will encourage the community to interact with a wider market share and encourage the birth of various innovations and develop the potential of the hamlet. Where the profile video is not only a promotional tool and a means of introducing Ploso Hamlet to the outside community, but also a medium to inspire and motivate the community to continue to innovate and build a better hamlet.

4. CONCLUSION

Based on the discussion, it can be concluded that the branding strategy through the profile video is an effective step in shaping the image of Dukuh Ploso as an empowered community. Through the stages of pre-production, production, and post-production, which involve the community and various stakeholders, this profile video highlights the potential and key sectors of Dukuh Ploso to enhance its image. Furthermore, the profile video has broader impacts: it serves not only as a promotional tool and introduction to external audiences but also as a medium that inspires the community to continuously innovate and develop their potential, particularly related to the primary commodity of Padukuhan Ploso.

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