WEBSITE AND VIDEOGRAPHY TRAINING AS AN ONLINE MARKETING MEDIA ON WISATA EDUKASI INSPIRASI PRENEURSHIP AL MUMTAZ (WEIPA)

Adi Nur Isnawan, **Riski Sumarnah, Meilinda Damayanti**
UIN Sunan Kalijaga[1,2,3]

19108010095@student-uin.suka.ac.id[1,] 19108030056@student-uin.suka.ac.id[2]
19108020097@student-uin.suka.ac.id[3]

Abstract

In general, Pesantren are educational institutions that focus on religious knowledge and general knowledge as the focus of learning. But it's different from the Pesantren in Gunung Kidul, Yogyakarta, which implements business education in it. This made the Pesantren the first Pesantren in Yogyakarta based on pre-employment. This is a challenge in itself because in order to market the products in it, various special strategies are needed in an era of intense business competition. In an era that is all internet like now, only with internet, computers and smartphones can be used as a tool to publish promotional activities for Wisata Edukasi Inspirasi Preneurship Al-Mumtaz (WEIPA) products. In making videos on how to make attractive advertisements with just a smartphone and then publishing them on social media, promotional activities can be carried out anywhere and anytime easily. Then create a website, which is about how to use and manage it optimally to support and improve product promotion capabilities. This service has a target of increasing the ability of WEIPA administrators and students in utilizing technology as an efficient medium in driving economic factors and not forgetting religious knowledge as their priority.

Keywords: Videograhy, Website, Marketing

INTRODUCTION

The development of the internet in Indonesia is increasingly experiencing very rapid growth. The use of the internet for online business has also been overgrown. Online business people, commonly called online shops, need technology to build customer relationships (Evianah, 2017). Business people use many media or technology to introduce or promote their products, one of which is in great demand through online sales. By selling online, they get many conveniences only if they sell offline. Nowadays, almost everyone has a smartphone; with this smartphone, they can easily access all their needs through this intelligent and sophisticated widget whenever we can quickly get goods or services through the smartphone. All we have to do is search for passwords via Google or Instagram, so we will quickly get references to shops that sell the products we need (Astuti & Desriyeni, 2018).

Online marketing strategies or web marketing via the internet make it seem as if a business is open 24 hours a day and can be accessed from all over the world as long as it is connected to an internet connection. By doing the proper optimization, any business

will be easy to find and known by many people who may become customers in the future (Realize, 2019). Online marketing strategies or web marketing are seen as very important, just like if we build a shopping mall, no matter how grand and expensive it is built, if, in the end, it fails to bring in visitors, then the mall will still be built in vain. Likewise with websites, no matter how expensive or sophisticated a website is made, if, in the end, it cannot bring in visitors, then the system will be made in vain (Trimarsiah & Muhajir, 2017). In other words, the key to the success of an online marketing strategy or web marketing is how the marketer can bring as many visitors to his website as possible. Visitor traffic or visitors are significant in web marketing because, armed with visitor traffic, any online business can be developed (Evianah, 2017).

Marketing is based on communicating products owned by producers to consumers. Products in the form of goods or services produced with different attributes from competitors must be socialized to several consumers who are the target market. Suppose someone needs to learn about a company's product and its advantages. In that case, other marketing mixes activities, such as pricing policies and distribution channels, will need to be more effective in reaching and serving the target market. One of the goals of marketing communications is to make a brand known to consumers. With increasingly fierce competition, the role of brands in a consumer's buying decision process becomes increasingly important (Assael, 1998; Keller, 2003). Many companies systematically design marketing strategies, including marketing communications, to place brands in a unique position in the minds of consumers. Marketing communications can be realized in various forms. However, advertising and sales promotion activities are the most popular forms of communication. Related to strengthening trends and implications from marketing, Information Technology and the Economy, marketing activities were born in Internet Marketing (Hanson, 2000; Adi & Sanjaya, 2011).

Many products in the high involvement category require an in-depth information search before the product is known and well-received by consumers (Assael, 1998; Levin & Martin, 2010). Information Technology-based products such as laptops and cellular phones, loaded with complex usage features, require communication with potential customers to provide detailed information on product attributes and advantages. However, not all direct marketing communication activities are aimed at encouraging purchases. The AIDA marketing communication model (Kotler & Keller, 2009) divides marketing communication activities into activities to raise brand awareness among consumers (awareness), encourage purchase intention (interest), and then encourage a solid desire to buy the brand (desire) and culminate in a purchase, authentic brands by consumers (action).

Using the internet as a promotional medium has various advantages, such as lower costs, a wider reach and enabling business voters to interact with potential customers. Examples of promotional media using the internet are websites and videography. A website is a medium of information that is on the internet. Websites can not only be used for information dissemination but can also be used for online stores (Yunita, 2017). While videography is a technique for delivering product information using video. Submission of information using video is considered easier to understand and more interesting than using plain text. Making exciting videos will make many consumers interested in our

products (Astuti, 2018).

The marketing strategy in a business is a spearhead because it is from there that people will get to know our product if a good marketing strategy can attract consumers. Conversely, more marketing will be needed to maintain the value of our product. Good marketing media makes an ordinary product look extraordinary in consumers' eyes. A good marketing strategy must also be accompanied by good product quality. Because if the quality promoted is different from the quality of the original product, it will make consumers disappointed and reluctant to repurchase the product. Therefore, every place of business must set a marketing strategy as good and attractive as possible.

In general, many studies on consumer attitudes toward web advertising activities show positive results, such as research from Powers et al. (2012), who tested the effect of electronic social media and digital media on consumer attitudes in several digital advertisements from well-known brands. The research results show that social and digital media influence consumer attitudes and product brands. The media is vital in facilitating the relationship between consumers to comment about the brand openly. Meanwhile, research from Mintatoya (2012) on consumer behaviour towards banner advertising online shows that banners posted on the web are responded to positively by consumers. With content analysis, Puntoya (2012) explained several factors that led to this positive response, including detailed information about the advertised product, the absence of sales promotion tools and the absence of animated elements. What is also interesting from the research findings is that advertising becomes less effective when including company logos and various comments on company activities. The research results then become the basis for implementation in community service.

Wisata Edukasi Inspirasi Entrepreneur Al-Mumtaz (WEIPA) is a tourist spot with an educational theme managed by the Pesantren Al-Mumtaz students. Pesantren Al-Mumtaz also has a Badan Usaha Milik Pesantren (Bumpes), which is a medium for pesantren independence from an economic point of view, as well as for entrepreneurial practices which have produced several products that are sold both inside and outside the Pesantren Al-Mumtaz environment such as:

1. Bread (Merk Rotaz)
2. Bakpia (Palace Bakpia)
3. Drinking water in glasses, bottles and gallons (Ataz)
4. Batik (Mumtaz Batik)
5. Convection (Mumtaz One Collection)
6. Dish soap and laundry detergent (Malin)
7. Laundry clothes (Mumtaz Laundry)
8. Mini Market (Our Shop)
9. Canteen and catering (Mumtaz catering)
10. Screen printing of clothes and mugs

By looking at the potential and prospects for tourist attractions and tourists in Gunung Kidul, PPT Al-Mumtaz created a tourist attraction called WEIPA. WEIPA is a tourist attraction that combines recreation, education and entrepreneurship training. In contrast to other tourist objects, which are generally only recreation and there is no entrepreneurship education or training. WEIPA was formed on December 21 2019, and

is located in the PPT Al-Mumtaz environment. In 2021 PPT Al-Mumtaz received Islamic boarding school business incubation assistance from the Indonesian Ministry of Religion, which assistance was used to develop WEIPA.

Currently, WEIPA has enormous potential in the field of halal tourism. Because compared to other tourist objects, no tourist spot is managed directly by students from an Islamic boarding school. Tourists can travel to WEIPA. Besides gaining knowledge, they can also feel the atmosphere of Islamic boarding schools. This is its characteristic and can be a selling point. Most tourist attractions in Gunung Kidul present natural views, so WEIPA is the only tourist spot that provides knowledge about entrepreneurship.

The products made at WEIPA are also produced using machines with modern technology so that the quality is similar to products already on the market. This product is also the original result of their invention, so that it will be different from other products. The students have good skills in managing and finding product innovations. It is just that they need more mastery in terms of marketing strategy. Therefore the students and administrators of WEIPA need knowledge of good marketing strategies because a good product will only be worthwhile if it is promoted with good media.

Making a website for WEIPA is one way to do promotion. In this modern era, people want information that is easy to understand and get. A website will help the wider community find out everything on WEIPA only through their respective smartphones. All detailed information about the product, along with sample images, can also be included in it. An attractive appearance will make people interested in buying these products. Purchases can also be made online using a digital balance. The market reach is also getting more comprehensive, so the possibility of getting many consumers is increasing.

Videography training for students also supports students' ability to carry out promotions. Marketing a product using video will undoubtedly be more interesting, especially if the contents of the video content are interesting. The process of making videos is a challenging one. Therefore training is held so that students have introductory provisions that can be developed. The training only uses a smartphone so that it is easier for students to use it and can do it anywhere. Using the smartphone application, students can make videos of the same quality as the camera. With this, it is hoped that students can independently create promotional content for WEIPA products that can be uploaded to social media such as IG, Youtube, Facebook, Tiktok and others.

METHODOLOGY

The method applied in the implementation of this activity is structured training. The purpose of this method is a method of description, information discussion and continued training directly connected to the internet. Material description and information discussion are intended to provide insightful knowledge about the internet and internet business opportunities. Besides that, a description and discussion of the role of a blog or web in internet business. All coaching activities are equipped with practice to help the fostered members more quickly understand and be responsive to the material that has been presented.

Whereas videography training by utilizing an application on a smartphone,

namely the VN application, with the training participants being male students and female students at the Pesantren Al Mumtaz. This activity was carried out at Wisata Edukasi Inspirasi Entrepreneur Al-Mumtaz (WEIPA) with 16 selected students, and videography training began on July 15 2022. This training was conducted, the training time was once a week on Saturday until August 16 2022, as the final project is to collect the work from the videography training, which will be contested, and the winner will be determined on August 17, 2022, in the context of the independence of the Republic of Indonesia. The resource persons in this videography training were several students carrying out community service, namely actual work lectures (KKN UIN Sunan Kalijaga). The method used in this activity is the workshop or training method through intensive socialization, training, and mentoring until you have mastered the basics of video editing on each participant's smartphone. The lecture and discussion method is carried out before the workshop or training begins, as the opening act of a videography training event.

RESULTS AND DISCUSSION

The results of this coaching activity show that participants who participate in this training have begun to understand how to make and use a website and manage a website, mainly a blog, to support all promotional (marketing) activities for their business products. While the results of videography training are increasing insight and knowledge, and skills for Al Mumtaz Islamic boarding school students in editing videos in a simple, easy and excellent way, as well as cultivating a new passion for Al Mumtaz Islamic boarding school students in making interesting video works and helping Institute administrators to be active on social media with exciting videos as WEIPA product promotions.

A. Survey time

Before carrying out training and service activities for the Pondok as well as the management of the WEIPA business unit, the first thing to do is communicate and confirm with the chairman of the Pesantren and WEIPA administrators, then do a survey and prepare a place to carry out the training and prepare tools to support the training. Can be detailed as follows;

1. Gathering with the chairman of WEIPA and the principal of the Al Mumtaz Islamic boarding school. In this communication, several inputs about what content will be included on the WEIPA website and suggestions for selecting videography training participants.
2. Servey the place or location for carrying out videography training activities for students, which will be held once every week.
3. Confirmation of the required equipment, such as projectors, students' smartphones and WEIPA's wifi facilities.

B. The act of implementing devotion

First, the action in using the website is to prepare website content starting from product descriptions, product prices, tour packages, in-depth information regarding WEIPA and a contact box. Then after the creation of a WEIPA website, the following

action is to provide information and explain to the WEIPA administrators how to edit the content. These advantages can be used in using the website and providing a complete video tutorial to the WEIPA administrators so that it is easier to understand and can be practised correctly. The steps in creating a WEIPA website are as follows:

1. Observation

   Observation is a data collection technique that can be carried out through observation accompanied by records of the state or behaviour of the target object (Fathoni, 2006). Observations collect data about the establishment of WEIPA, business units, and the products contained therein.

2. Interview

   Interview after observing the management of the WEIPA product unit. In the interview process, we collected data about raw materials, production methods, machines/technology used, packaging, various types of products and their advantages and marketing targets. The resource person consists of several people because each unit has its person in charge.

3. Planning the contents of the website content

   After collecting all the necessary data, the next step is to create website content. The website created is intended to promote WEIPA, containing photos of WEIPA products, prices, and descriptions. Photo-taking techniques must also be considered; the product to be photographed must be arranged and look as attractive as possible. In it are also given several brochures to make it more varied. The website's contents are made to attract all groups, from children to the elderly. Content planning also involves WEIPA management, making the content according to existing products.

4. Website Creation

   When creating a website, ask for help from a website creation service provider—making a website using a WordPress site and elementor features in it. The website is of the landing page type, often used for marketing.

5. Training

   Training for one of the administrators at WEIPA to use the existing website. The training only occurs once and directly at the practical stage of using the website. The training covers introducing website types, using features to set up the website as desired and using the web as a promotional medium. At the end of the training, a tutorial video comes from Yt so that it can be studied wherever and whenever desired.

Figure 1. The initial appearance of the WEIPA Website

Figure 2. Display of Products and Specifications on the website

The activities of using this website, based on the results of observations and

interviews with WEIPA management, show that WEIPA administrators who participated in this training have begun to understand how to make and use websites and how to manage a website to support all promotional (marketing) activities for their business products, this is also is supported by the created website documents which can be seen at https://weipa-almumtaz.com/. The website will be easier to display the products offered and more detailed in explaining specifications. So this makes it easier for consumers to see the product more clearly because the specifications are also apparent. This also follows the marketing theory put forward by reference sources that the products offered with online catalogues must have precise specifications in terms of size, type, colour, images and even product benefits.
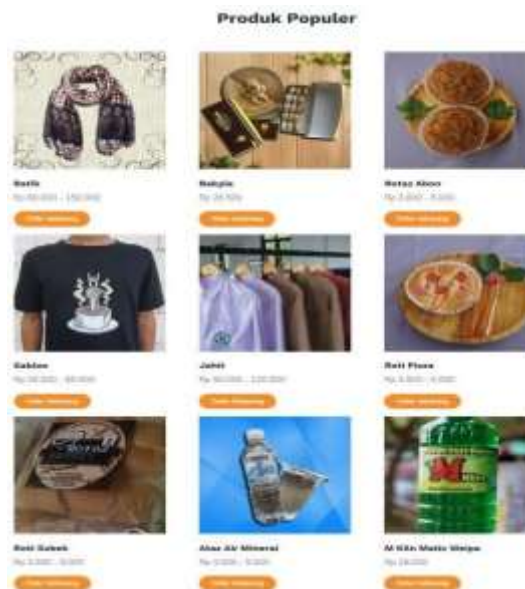

Figure 3. Display of popular products on the website

Next is the videography training, the first thing to do is the preparation of videography material compiled by the community service implementing team by conducting a literature review of various references related to basic knowledge of videography, the application used in this videography training is the VN video editing application which can be downloaded via each smartphone. each trainee. The next event after giving the material is the practice of taking pictures, making or editing videos, in carrying out these activities students or participants who try to produce video works can discuss and ask questions directly with several KKN UIN Sunan Kalijaga students who have been assigned to be responsible for the process. videography training. The material presented includes:

1. Introduction to videography
   In the first stage, students are given basic knowledge about what is videography. Videography is a video capture technique to be used as a particular film/video.

Because the video that will be made is intended to promote WEIPA products, students must also recognize these products. Knowledge of the product to be promoted is also important so that the videos you make can explain each product in detail.

2. Edit product promotion posters

Editing product promotion posters as a summary of the entire video made. The poster explains the product being promoted briefly and clearly. Posters need to be made as good as possible so that more and more people are interested.

3. Making video scripts

Making a video script is useful for clarifying the contents of the video being made. The making of the script must also be in accordance with the part of the video that is displayed so that the audience can enjoy it. Manuscripts must be made as attractive as possible by including the advantages of WEIPA products in it. In addition, students also have to know who the target of the video is for so they can make a script that fits the target category of promotion.

4. How the video is taken

After preparing the script as a video concept, the next step is field practice in shooting videos. The students are expected to be able to directly practice video shooting techniques such as full shoot, medium shoot, long shoot, close up, zoom in, zoom out and others. The students were also taught how to choose an angle that matches the video product. Video capture only contains short videos with a duration of a few seconds which will later be edited using the application. Video capture using a smartphone and all students have it, it's just that there are differences in the camera quality of each smartphone.

5. How to record sound

Sound, a supporting factor in making videos, must also be considered. When recording sound, you must pay attention to the speed of speech, good speaking skills, intonation and adjustments to the video displayed. Recording good sound will produce clear audio and can make the audience interested in seeing the videos.

6. How to make or edit videos

The final step is to edit the video using the VN application, which can be downloaded on Google Playstore. VN is considered a video editing application that is easy to use, so it is suitable as an initial learning medium for students in learning videography. In the VN application, students must compile the earlier pieces into one video. The arrangement depends on the concept that the students want to make, and then at each turn of the video, a transition effect and other effects are given to make it look more aesthetic. In addition, students must choose a song as a background sound that is currently familiar/trending to attract the audience's interest. Then enter the voice recording as the leading voice to explain the video. The video is ready to be uploaded if all the components have been entered.

Figure 4. Display of the VN application on a smartphone along with its features.

Based on the results of observations, the student's interest in participating in videography training was very enthusiastic, and this was proven in the timeliness of the participants in conducting videography training, not only that this statement was also supported by documentation of 16 videography works and 16 posters works which both promoted the product in the WEIPA business unit which is uploaded to the Instagram account of each videography training participant, making evidence of the success of the training in delivering videography training materials.

CONCLUSION

Based on the dedication that has been carried out, several conclusions can be drawn which are deemed necessary, and this is intended so that it can be a lesson for the servant, the object of service and the reader. The following are some conclusions that can be drawn based on the community service activities carried out; the theme of this community service is marketing planning research for various WEIPA business unit products and for WEIPA marketing itself; after the implementation of this service, the WEIPA management staff can have an understanding of making marketing plans product. In addition, WEIPA also understands how important it is to make video advertisements and manage websites to become a product marketing facility. After implementing this service, WEIPA can also make videos to promote its products which are then edited and downloaded on its official social media. Then the use of the website as a promotional media can also be used and managed correctly by continuing to improve WEIPA product

innovation.

From the service activities carried out at the Thematic KKN 108 of UIN Sunan Kalijaga Yogyakarta at the Pesantren Al-Mumtaz in Gunung Kidul Yogyakarta, it can be concluded that after conducting videography training activities and creating an official website in procuring product marketing for administrators as well as students at Al-Mumtaz especially WEIPA understands more and understands how to make it to the editing and uploading process on social media easily and quickly. Then they know how to manage a website to promote WEIPA products in a modern way. Moreover, start practising using the website so that the ultimate goal is to increase WEIPA's income and economic prosperity.

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