Designing video profile fashion program Malang State University using adobe premiere

N Aini¹, N Hidayati², and S E P Rahayu³
¹²³Fashion program, Malang State University
Email: nurul.aini.ft@um.ac.id

Abstract: This research aims to make a video profile of Fashion Program in Malang state university. Whereas for a Program it must have a video profile, especially in digital era, it is necessary to make a video profile of the Fashion Program that serves as a very effective means of promotion to the public or others. In this research use Adobe Premiere CC 2019 and Adobe Photoshop CS6 software, so as to create an attractive video profile display. The research method divided into 3 stages, namely pre-production, production, and post-production. The results of the expert validation test, the video profile of Fashion Program was declared very feasible. Some suggestions given by experts, improvements were made, so as to create a video profile that was ready to be used as a promotional tool for Fashion Programs in Malang State University.

1. Introduction
This research was conducted because of the problems found that during this time, the Fashion Program does not yet have its own study program profile, or is still joining at the faculty level or at the department level that is joining the Culinary Program. This causes the profile of the Fashion Program could not explain in detail about the profile of the Fashion Program itself, so that information can be conveyed a little whereas in the Fashion Program many things can be conveyed regarding vision and mission, human resources, facilities and infrastructure, achievements and activities of the students in Fashion Program and so on. In promotional activities or presentations it is very necessary to display the Fashion Program, both at home and abroad. Based on the description above, it can be concluded that the video profile of the Fashion Program is very important. Only join the culinary program. In the research will be made a special profile video design for the Fashion Study program, so it will be more flexible in displaying the profile of the Fashion Program and it is expected that the appearance will attract attention because it will be created creatively and elegantly.

Video is a media that is able to display both images and sound at the same time. Video media is one type of audio visual media. Audio visual media is media that relies on the sense of hearing and the sense of sight and basically the essence of the video is to change an idea or ideas into a show that contains images and sound. If you see from the types of videos, the profile videos of the Fashion Program are included in the video presentation or video that aims to communicate ideas or ideas. Profile videos are included in digital videos because they include products from the computer or multimedia industry. It was also mentioned that digital video was a type of video recording system that works using a digital system. Usually digital video is recorded on tape, and then distributed via optical discs, such as VCDs and DVDs.

Some of the video editing applications in making profile video of the Fashion Design use Adobe Premiere Pro. Adobe Premiere Pro offers convenience and a variety of features to support good video editing. This application is already famous in gush editing software for photos or videos. Adobe Premiere Pro application is a video editing application that commonly used by professionals. According to Haryoko [2] Video Profiles are very effective media that are used to promote regions, products, and promote a particular company. Video profile is a recording that is displayed on audio media in other visual forms, which is used to fill the profile of an agency, region and even tourist attractions. In this case the profile video is the profile of the Fashion Program Department of Industrial Technology Faculty of Engineering, State University of Malang.
The systematic flow in the process of designing a profile video for the Fashion Program is noble from pre-production, production, and post-production.

2. Method

The creation method used in designing the profile videos of the Fashion Design study program is through the stages of pre-production, production, and post-production.

2.1 Pre-Production

Pre production is one of the stages on the process of making videos. At this stage a number of preparations for making videos are writing screenplays, determining shooting schedules, finding locations, preparing a budget, finding/auditing prospective cast, taking care of licensing, determining production staff and crew, arranging film production equipment rentals, and also production preparation, post production and other preparations. (http://sangpencarifoto.blogspot.com)

In pre-production usually made for storyboards or sketches of images arranged in sequence with the script, storyboard can convey the idea of the story to others easily because it can lead someone's imagination as the pictures presented, so it could produce the similar perception about the story idea. (http://rezpectorpecintait.blogspot.com).

2.2 Production

The production starts from recording video with scripts and concepts that have been designed from the beginning. Then the process of recording both visual and audio is done, and all these elements work together in the production process. In other words, the production process is the process of recording live events, animated scenes and sounds on film, video tape or DVD use the camera to produce footage/clips. Shooting is the stage of production activities which is the embodiment of the production design into video.

The production requires the following:

1. Software: Adobe Premiere CC 2019 and Adobe Photoshop CS6
2. Tools needed:
   3. DSLR cameras
   4. 24 mm lens
   5. Stabilizer
   6. Monopod
   7. Laptop
   8. 50 mm fix lens
   9. Kit lens 18 - 35 mm
   10. Mobile or webcam screen video
   11. Microphone

2.3 Post Production

This stage is done after the video production stage is completed. At this stage there are several activities such as video editing, special effects, and color correction, sound and background music to the addition of animation.

Video that has been through the post-production process before the packaging stage, it is necessary to first test its feasibility by experts. In this case the experts used are media experts and material experts, namely from the Chair of Fashion Program. If there is anything that needs to be revised, then a revision is made. If it has been revised, then the final stage is packaging, so that the final product can be burned to a CD-ROM.

For the feasibility test, a questionnaire using a Likert scale is used, with alternative answers being:

Value 4: Very good
Value 3: good
Value 2: enough
Value 1: not good
Questionnaire covers 3 aspects [3], namely presentation (could inform the Fashion Program, as a mean of socialization, As a mean of promotion, information quality, wrinkles), graphics (suitability of the narration with the display, attractive appearance, audio quality, background compatibility, backsound quality, video quality, text according type and size), and language (easy to understand, effective language, as a rules).

The data obtained will be calculated by the formula:

\[
\text{Eligibility score: } \frac{\sum x}{\sum s} \times 100\%
\]

Description \( x = \) Score obtained
\( \sum s = \) Maximum score

The eligibility category is based on the following criteria [1]

| Percentage of Achievement | Value scale | Interpretation |
|---------------------------|-------------|----------------|
| 81.25% ≤ skor ≤ 100%     | 4           | Very worthy    |
| 62.5% ≤ skor ≤ 81.24%    | 3           | Enough         |
| 43.75% ≤ skor ≤ 62.4%    | 2           | Not worth it   |
| 25% ≤ skor ≤ 43.74%      | 1           | Not worthy     |

3. Results
3.1 Feasibility Test Results
Based on the results of the due diligence of the media experts and the Chair of Fashion Program, the results are as follows:

Media expert validation results

\[
\text{Eligibility score: } \frac{\sum x}{\sum s} \times 100\%
\]

Description \( x = \) Score obtained
\( \sum s = \) Maximum score

Table 2. The results of the validation test of media expert validation.

| No | Aspect   | Results | Interpretation |
|----|----------|---------|----------------|
| 1  | Presentation | 100 %   | Very worthy    |
| 2  | Graphics   | 96.43 % | Very worthy    |
| 3  | Language   | 100 %   | Very worthy    |
|    | Average    | 98.81 % | Very worthy    |

The results of the validation test of media expert validation, if displayed in diagram form the results are as follows:
Figure 1. The results of the validation test of media expert validation.

Table 3. The results of the validation test of the material expert (Chair of the Fashion Program).

| No | Aspect         | Results | Interpretation |
|----|----------------|---------|----------------|
| 1  | Presentation   | 90 %    | Very worthy    |
| 2  | Graphics       | 96.43 % | Very worthy    |
| 3  | Language       | 100 %   | Very worthy    |
|    | average        | 95.5 %  | Very worthy    |

The results of the validation test of the material expert (Chair of the Fashion Program), if displayed in diagram form the results are as follows:

Figure 2. The results of the validation test of the material expert (Chair of the Fashion Program).

The results of the two experts' validation test amounting to 97.2 %. This shows that the video profile of the Fashion Program was stated very well and in the eligibility criteria, the video profile of the Fashion Program was declared very worthy or very feasible. According to questionnaire that was given, there are several suggestions for improvement. Media experts suggest that between presentation of viss mission is not combined with student testimonials. The head of the study program suggest that the letter is not large enough, there is additional information about the lecturer data and there is no narration in the presentation of closing section about Industry Practice in Malaysia. The absence of narratives in its activities in Malaysia, the narration has been prepared when the production was left
behind. Based on these suggestions, improvements have been made for advice from media experts, the vision and mission are made on their own slides. Based on a suggestion from the Chair of the Fashion Program, for the letters to be enlarged, then for additional lecturer data, one slide had been added about the lecturer data, for which the Malaysian Industry Practice was given a narrative.

3.2 Result of Creation
The results of the creation or design of a profile video for the Fashion Program have been successfully implemented in accordance with the order of the storyboard, and several revisions have been made in accordance with the advice given by experts. The entire duration of the Fashion Program profile video is 7 minutes 46 seconds. In accordance with the storyboard, the profile video of the Fashion Program is divided into 3 parts, namely Opening, Core, and Closing.

Opening activities in the profile video of this Fashion Program including the display of Symbol and Logo of Malang State University that have 3 seconds time, video of title have 3 seconds time, Opening video, Starting from the entrance gate, Graha Rektorat building, and Graha Cakrawala building have 20 seconds time, video of the engineering faculty have 10 seconds time, video of industrial technology faculty have 3 seconds time, video of administrative staff activities have 4 seconds time, video of lecturer room have 4 seconds time, video of Wi-Fi area have 4 seconds time, video of theoretical rooms and activities in the classroom have 4 seconds time, and video of student activities in the library have 4 seconds time.

In core part of the Fashion Program in video profile showed that a number of laboratory facilities that are owned as well as student activities in them besides that all the lecturers and educational staffs in Fashion Program are also displayed. Video of activities in the computer laboratory have 8 second time, video of student activities in the design laboratory have 10 seconds time, video of activities in Industrial Laboratory have 10 seconds time, video of students activities in the embroidery laboratory have 10 seconds time, video of testimonies of students while studying in Fashion program have 15 seconds time, display vision and mission of fashion have 5 seconds time, video of student activity in textile laboratory have 12 seconds time, practical activities in the production laboratory have 8 seconds time, display table listing the names of lecturer and educational staff from fashion program have 5 seconds time, video of each lecturer along with the activities carried out have 2 minute, video of all educational staff in Fashion Program have 1 minute.

In the closing section showed that the activities are characteristic or superior to the Fashion Program. The activities include Industry Practices in Malaysia have 13 seconds time, Muri Records have 30 seconds time, and Grand show of Fashion Show from students of Fashion Program in Malang State University have 30 seconds time, and the last video is re-display the symbol and logo of Malang State University have 3 seconds time.

4. Discussion
Video is a tool or media that can show real objects. Video as a digital media shows the arrangement or sequence of coherent images and provides illusions, images and fantasies to moving images. Video provides a method of channeling information that is very interesting and live. Besides that video is also the most dynamic and effective source or media in conveying information.

The profile videos are included in the video presentation. Video presentations are videos to communicate ideas or ideas, which are used to introduce products or ways of working made through the process of recording images and sounds, arranging sequences and connecting or cutting images and joining them into a unified whole. The core of this understanding is: Video Presentation is communicating ideas or ideas through video so that others can see and hear.

According to [2] video Profiles are very effective media that are used to promote regions, products, and promote a particular company. Video profiles or other terms company profile is a creative and innovative solution for various needs, especially for promoting needs. Video profile is a recording that is displayed on audio media in other visual forms, which is used to fill the profile of an agency, region and even tourist attractions. In this case the profile video that is displayed is the profile of the Fashion Program Department of Industrial Technology Faculty of Engineering, Malang State
University.

Thus the benefits of the profile video is to convey information to others in other words the profile video can be said as a promotional medium to convey something to the public or others with the aim that the public or others get to know more so that they will be interested in the display in the profile video. This is consistent with the opinion of Permana et al. [4] states that video profiles are an electronic media to convey information that is very effective in introducing a study program. Through this visual media, all information can be easily digested by all members of society. Another opinion also stated that in order to reach out to the wider community, an institution needs socialization or promotion. One way is to make a video profile which is currently being used by various educational institutions as a means of promotion. Video profiles usually contain explanations and explanations about the scope of an educational institution such as school history, school profile, current school status, facilities, school excellence, and future goals in the world of education (Sunarya et al., [6]). A similar opinion also stated that the video profile of a company or other institution can be used as a media of documentation as a means of delivering information and promotion that can support the profits of that agency [5].

Based on the results of due diligence of the experts showed that this video profile is very feasible. This shows that the video profile of the Fashion Program is very feasible as a means of promoting the Fashion Program, because it has fulfilled criteria as a video profile, which includes elements of presentation, graphics, and language [4]. Presentation elements include: being able to inform the Fashion Program, as a means of socialization, as a means of promotion, quality of information, and complication. The graphic elements include: the suitability of the narrative with the appearance, the attractiveness of the display, the audio reality, the suitability of the background, the background quality, the quality of the video, and the text according to the type and size. Linguistic elements include: easy to understand, effective language, and according to the rules.

The results of the creation of the profile video for the Fashion Program are in accordance with the storyboard created, which includes opening, core and closing activities. This is in accordance with what was mentioned [3], that the storyboard contents include opening, core and closing activities. The storyboard has been carried out several revisions in accordance with the advice of experts. Some of the revisions that have been made are separating the vision and mission of the Fashion Program, correcting letters, and increasing the display of lecturer and education staff information in the Fashion Program.

5. Conclusion

Video profiles or other terms company profile is a creative and innovative solution for various needs, especially for promoting needs. In this case the profile video that is displayed is the profile of the Fashion Program of the Department of Industrial Technology, Faculty of Engineering, Malang State University, as a means of promotion about showing everything related to the Fashion Program, starting from the opening activities that contain the environmental challenges of the Fashion Program, the core activities include facilities and infrastructure as well as student activities in it, the appearance of lecturers and education staff in the Fashion Program. Closing activities include activities that become icons in the Fashion Program. Thus the design of the profile video of the Fashion Program is already very feasible to be used as a promotional tool for the Fashion Program, this is supported by the results of expert validation which states it is very feasible. The results of this research in the form of designing a profile video for the Fashion Program can be used as a motivation for other Programs to make a profile video for their study program, because the profile videos are very useful for promoting study programs.

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