

## **Designing profile products as promotional media for brin publishers**

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### **Abstract**

*The development of BRIN (Indonesian Research and Innovation Bureau) publishers today is inseparable from the important role of the development of Information and Communication Technology. Its utilization brings the community into the era of 4.0 whose use is through digital systems. Through these developments, BRIN Publishers are required to transform, the transformation carried out is a change in the offering that used to be physical products now into digital products and publishing services in the form of open access and utilizing social media as a tool in promotional media. Based on this, it encourages BRIN publishers to form promotional strategies using new media. Profile products are used as a promotional medium for BRIN publishers who are expected to create a good perception in building brand awareness and impact BRIN publisher engagement. This research uses a case study perspective, where one of the researchers takes an internship at the BRIN publisher The results of the profile product are expected to be an asset that can be officially uploaded into one of BRIN's social media platforms.*

**Keywords:** *Information and Communication Technology; Product Profile; Promotional Media.*

### **INTRODUCTION**

The development of BRIN Publishers today is inseparable from the important role of the development of information and communication technology. Through this development brings change to audiences entering the era of 4.0. The change in era 4.0 is characterized by *cyber-physical* systems, namely the occurrence of a combination of activities in the real world with activities in the Internet world (Fuchs, 2018; Susilo, 2021). The activities of this development are supported by the existence of the Internet. With the Internet, BRIN Publishers are required to transform. The form of such transformation is that today BRIN Publishers not only offer physical products but evolve into the provision of digital products and services.

The publisher of BRIN is a non-ministerial institution that is in command and responsible to the Badan Nasional dan Riset Inovasi (BRIN)/ National Agency for Research and Innovation. BRIN's publisher focuses on planning, acquiring, designing, and distributing scientific knowledge to the public. BRIN publishers have different aspects to competitors. The difference is in the guarantor aspect of substance through review. BRIN publisher is a scientific publisher whose results are publications with open access (Gold Open Access). This open access means that it can be accessed by anyone, supporting the visibility and accessibility of knowledge information wider.

In expanding the product of BRIN publisher, BRIN publishers are currently switching to publishing with a digital system that utilizes open access using free domains on BRIN publisher website. The website contains information about publishing, services, e-service systems, digital libraries, *e-learning*, and internal system documents, and quality management (Mahelingga, 2021). This policy is to support the provision of easy, cheap and equitable sources of literacy that have an impact on access to knowledge in the community.

The development of information and communication brought BRIN publishers to use social media as a tool to attract a wider audience to BRIN publishers. In addition, social media is used for the dissemination of information throughout the service and all related to BRIN publishers. Social media itself is an activity, practice, and behaviour between communities of people who gather online to share information, knowledge and opinions through the medium of conversation (Luttrell, 2016a). Social media is generally used in marketing strategy (Wahyuni et al., 2021); (Jamil & Eriyanto, 2021); (Dalangin et al., 2021). Marketing communication refers to the two-way flow of information between marketing parties or agencies (Hapsara et al., 2021). Marketing strategy has shifted from conventional to online (Yunus et al., 2019); (Susilo & Putranto, 2018); (Firdaus et al., 2021), and become more and more popular in the commercial world (Sucipto & Yahya, 2022). Based on this, BRIN publishers make social media as a tool in promotional strategies as well as netting to more potential website because in social media there are features to fill website links. To efforts into the digital world, BRIN publishers need efforts to create good perceptions to build brand awareness of BRIN publishers. Building brand awareness can be followed by increased engagement of BRIN publishers. As a part of government agency publishing, BRIN Publisher tried to be more adaptive with another big publisher.

In this case, profile products become creative solutions for BRIN publishers in increasing public awareness. Profile products are one of the promotional media that can be used as a means of communication in the delivery of messages and information. The reason BRIN publishers need profile product videos is to show audiences information about the world of research, science and becomes more interesting. Another reason in the creation of profile product videos is to explain the various products and services provided by BRIN publishers so that with this profile product will help BRIN publishers in providing information that is quite detailed and complete in addition to reducing the assessment of BRIN publishers who seem rigid and bureaucratic.

In addition to using profile product videos, BRIN Publishers can also spread their information through appropriate promotional media. Media is

one of the communication channels that can be news channels, entertainment channels, education channels, data channels or message channels from disseminated promotions (Luttrell, 2016b). While promotion is a means of communication used to convince prospective consumers by introducing products and services. In this case promotional media is as a means of communication to convey a message to provide information about products, prices, and places supported by promotional activities.

Promotional media for BRIN Publishers is an important tool in helping to spread information about the company to an audience designed in the form of profile products in the form of posters, flyers, and points of sales. With the promotional media is expected to help BRIN Publishers to inform products efficiently from the work of BRIN Publishers and available services. This work can create new ways and innovations in introducing existing products and services in BRIN Publishers as well as information about BRIN Publishers that has never been done by BRIN Publishers before.

The objectives of this research are: This work designed a profile product video as a promotional medium for BRIN Publisher that tell about the work and services of BRIN Publisher. This work is expected to introduce the public about BRIN publishers and eliminate the rigid and bureaucratic sense of publishing institutions.

## **METHODOLOGY**

Research methods are the ways and steps used in conducting research. In the process of making a work, the steps used are data collection and design. Techniques in data collection are interviews, observations, and literature studies. The interview is a process of collecting and obtaining information or data for research purposes (E. Hidayat & Susilo, 2021; Rahardjo, 2011). In its activities, the interview is conducted in direct communication through voice calls. The interview was conducted with Dhevi E.I.R. Mahelinga as supervisor and served as coordinator of the implementation of packaging and content development functions at BRIN Publisher. The purpose of interviewing as a source of information, verifying, and expanding information obtained from library studies about BRIN publishers and product and service details. This research uses Case study as method with one of the researcher joining the BRIN Publisher as Intern.

Observation is an activity that relies on the senses to obtain information. Observation is the planned observation, recording, analysis, and interpretation of behaviour, action, or event. Observation has several forms distinguished based on the data collection process, namely controlled observation, participant observation, unstructured observation, and group observation (Sekaran & Bougie, 2016a). Observations are made where the author plays a role in daily activities with what is being observed, namely being an intern. The result of observation can be an activity, event, object that is a still image of an event or event. (Sekaran & Bougie, 2016b)

In addition, library studies are conducted by obtaining research data, researchers collect, analyse, organize, sources from articles, books, previous research on the implementation of strategy management in the field of education. Then the researcher concluded and presented strategy management data for improving the quality of education (Mahanum, 2021).

The data was obtained from three related company websites: Lipipress, BRIN Publisher and BRIN.

Planning is a visual form resulting from planned creative forms (Asmawati et al., 2016). The first step in the planning stage is the process of working and managing irregular ideas to fulfil their functions and uses properly. After working on ideas regularly then done the collection of company research and product analysis profile. In the design process there are two outputs that will be designed in the form of video and media forms.

Profile product video design is a process to make one of the promotional media as a means of communication in the delivery of messages and information. In the process using three stages of production, namely pre-production, production, and post-production. Design in the creation of promotional media product profile using supporting *elements* of visual communication design namely typography, colour and motion graphics used for profile product videos.

## **RESULTS AND DISCUSSION**

### **Profile Product Videos**

Video products profile are videos used to convey messages, especially conveying information about a product from a company (Rakhmawati & Khabibah, 2019) BRIN publisher profile product videos are used to convey messages and information. In the manufacturing process is divided into three stages, namely pre-production, production, and post-production.

#### **a. Pre-production**

The stages of alerting from finding ideas and concepts developed so that they can be conveyed to the audience. The idea looks at the development of information and communication technology makes conventional promotional media that begin to shift with digital media to make a video containing all the information that can later be seen on BRIN publisher media platform.

After determining the idea, then do the process of collecting data conducted with interviews, observations, and literature studies. The questions asked discuss information in detail about BRIN publishers, corporate background, organizational structure, logo, and target market of BRIN publishers. Observations are made where being an internship for a second period for approximately six months or equivalent to eight hundred hours of work in the Internship program. The step is to find information through three websites to obtain information quickly and easily.

After finding an idea and having collected data, the ideas and concepts are arranged and developed into *the storyboard*. The process of making a storyboard requires several preparations including scripts/scripts, research, thumbnails, rough passes, clean-up storyboards, and animatic storyboards (Pancabudi, 2018).(Pancabudi, 2018)



Figure 1. Profile Product Video Storyboard

In the activities (Figure 1) carried out by the publisher does not fully run-in accordance with the concept presented. This is a difference because in the process of making storyboards have similarities between script making, company research, the existence of thumbnails, rough pass, clean-up, and storyboard but on animatic storyboard is not run. The process is done by designing a storyline. Storyline is used as a reference material in the process of making videos. The purpose of creating this storyline is so that the editorial team will be able to understand every detail of the storyline that you want to convey.

No	Storyline	Skript Video	Skript Audio
<b>Opening</b>			
1	Sejarah Perusahaan	Logo & Surat Keputusan Presiden	
2	Tentang BRIN	Logo BRIN	Badan Riset dan Inovasi Nasional (BRIN) adalah lembaga yang terdiri dari penggabungan dari beberapa lembaga penelitian, pengembangan, pengkajian dan penerapan teknologi.
<b>Main Body</b>			
3	Produk BRIN	Animasi Buku, Jurnal, Dokumenter dan Animasi	Berbagai karya yang telah dihasilkan penerbit BRIN seperti buku, jurnal, dan dokumenter, dan animasi serta layanan dalam penerbitan buku
4	Cara menggunakan dan mengakses produk BRIN	Website penerbit BRIN	Untuk memperluas karyanya, penerbit BRIN beralih kepada media digital dalam bentuk audiovisual dan tulisan ilmiah melalui <i>free domain</i> pada website penerbit BRIN sehingga memudahkan masyarakat mengakses karya audiovisual dan tulisan ilmiah yang kredibel.
4	Countdown 10 buku yang paling banyak digunakan	Countdown ten top book.	Terdapat sepuluh buku yang paling banyak diakses diwebsite penerbit BRIN
5	Layanan Penerbitan	Proses penerbitan (verifikasi naskah, <i>review</i> , <i>proofing</i> , layout dan design, modifikasi <i>proof</i> , hingga menjadi <i>e-book</i> )	Penerbit BRIN menyediakan layanan penerbitan buku dengan prosedur verifikasi naskah, <i>review</i> , <i>proofread</i> , layout dan desain, modifikasi <i>proof</i> , hingga menjadi <i>ebook</i>
<b>Closing</b>			
6	Satu buku penerbit BRIN	Hutan Nusa Kambangan & Buku	
7	Pesan Moral	Bertema tentang Kemajuan Iptek	BRIN percaya bahwa daya saing bangsa adalah kontribusi Iptek dan Pendidikan tinggi dalam meningkatkan kualitas manusia yang ditunjukkan dalam keunggulan product teknologi yang dihasilkan oleh industry yang didukung oleh Lembaga.

Figure 2. Profile Product Video Storyline

After the idea or concept has been arranged into a storyline (figure 2), then enter the production stage. At this stage is the stage of the process of shooting and video directly that changes the form of synopsis in the storyline into an audio-visual. Before changing the form at the production stage, it takes some preparation of facilities and production tools as a support for video making. In addition, it takes experts from the manufacturing process to achieve a desired result.

b. Production stage

At this stage is the stage of the process of shooting and video directly that changes the form of synopsis in the *storyline* into an audio-visual. Before changing the form at the production stage, it takes some preparation of facilities and production tools as a support for video making. In addition, it takes experts from the manufacturing process to achieve a desired result.

According to (Anjaya, 2020) the stages in production consist of shooting and editing. The stage in the shooting process is the stage of shooting that is done in accordance with the design that has been made while the stage in the editing process is the process of combining the results of shooting or video. In its activities the production process carried out in this work only does the shooting process because at the editing stage is done in the post-production stage.

At the time of running the production process requires some equipment in the shooting process. The production equipment used is a Sony a7c Camera and Sony a6000 Camera along with Tripod Camera to support the shooting and video process. In addition, in the formation of motion-based graphics video required experts, namely editors to help in the video editing process of profile products. Here is one of the book products in the profile product video (figure 3):

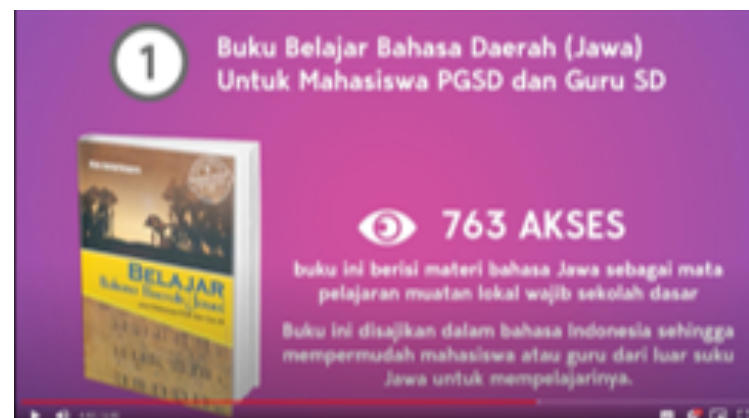


Figure 3. Footage Product Profile Video

c. Post-production stage

In the post-production stage, the process is video editing. In this process is the process of combining the video that has been taken during the shooting process with the audio to be used. In the editing process, the process uses a personal unit of computer and laptop assisted by using Adobe Premiere Pro CC 2021 Software for online video editing and audio. In addition to producing motion graphics using motion graphic application software in Adobe After Effect CC 2021.

According to (W. Hidayat et al., 2017) there are three stages in the post-production process including capturing, editing, and mixing. At the capturing stage is the process of transferring images and videos from the camera memory card to the computer. The editing stage is the process of combining or combining between video, images, motion graphics, audio into one interesting video. Then mixing is the process of mixing between videos that have been edited with the addition of sound effects in accordance with the script.

In the process, the design of profile product videos is in line with the concepts that have been presented. Where at the *editing* stage uses *motion graphics* that combines film art and graphic art by adding some elements illustrating, typography, photography, video, and music made with 2D and 3D techniques. Technically, when using adobe *motion graphic* application



After Effect 2021, then the application is oriented to objects, and media in the form of *still* with pixel or *vector* format.

Each medium is organized as a layer that contains a property setting to manipulate, such as position (X, Y, and Z), rotation, size, *opacity*, etc. Even each layer can be combined with each other. Each manipulation can be made *a key frame* to determine the value of each time specified for manipulation. This principle applies to both composition and animation programs. The *mixing* stage combines the finished edited video with the narration audio.

The results of the profile product video are divided into two forms, the first video with a duration of at least four minutes explaining the whole about BRIN publisher and the second video consists of three videos that each duration of one minute explained briefly regarding products and services owned by BRIN publishers (Figure 4 and Figure 5).

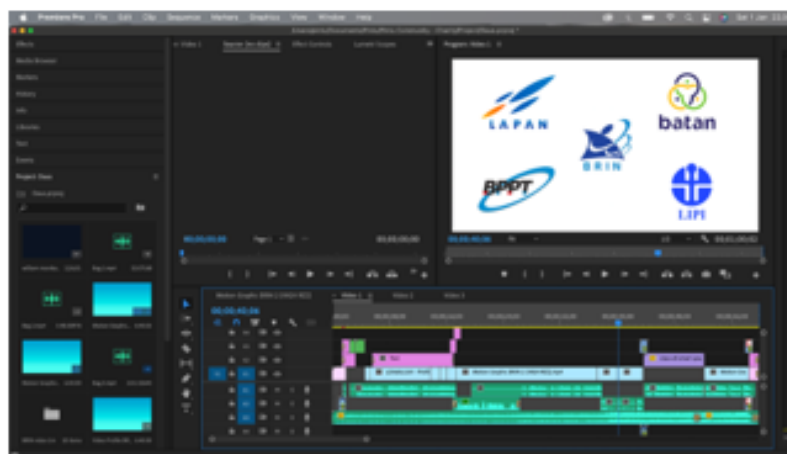


Figure 4. 1 process using Adobe Premier Pro 2022

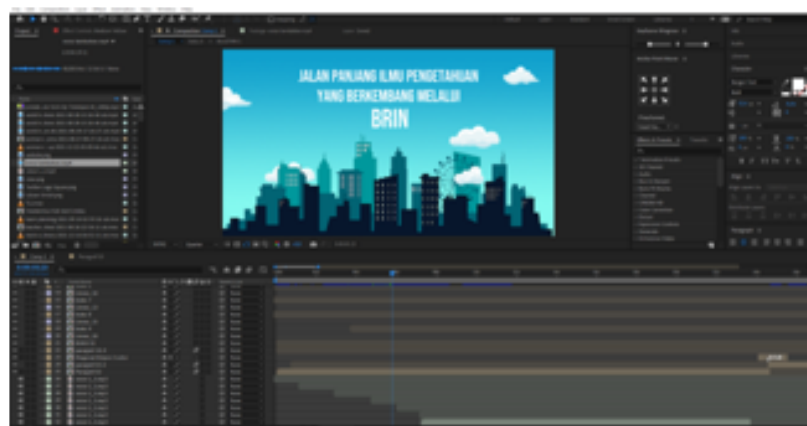


Figure 5. Editing process using After Effect

### Promotional Media

Promotional media designed are posters, flyers, and points of sales. the three promotional media contain information in detail about products from BRIN publishers and explain the process of book publisher services provided



by BRIN publishers. In the process, several stages are needed, namely data collection, sketching and production process.

Before entering the production process, the sketching process is necessary to know the first step of the desired design. Sketches are used as reference materials and reference materials in the processing of promotional media in graphic design. After forming a sketch that is divided into three designs, namely posters, flyers, and point of sales.

a. Poster

According to (Campbell & Josephine, 2021) in designing a poster requires the effective use of design elements including colours, lines, form, space and textures. In its activities, the creation of posters at BRIN publishers has followed based on design elements. The colours used are in accordance with the reference in the design of visual communication. Reference to lines, shapes and spaces based on the shape of the layout and size on the poster.

In the process of making posters, the size used is A3 with typographic size to adjust its size is 14-20 cm according to needs. Reference in the creation of posters is the size of typography used made large so that it can be read from a distance of 3-4.5 meters, a simple layout that makes it easier for the reader to understand the message, enter the information needed by the reader, have elements that stand out / dominant, make one of the most important information and highlighted with size, colour or value, make the size of art that matches the information, Using logical and neat letters and visual elements, illustrations on photos should be selected that are not uncommon, and the letters on posters should be bold so that they are visible from a distance (Imbriani, 2016a). (Imbriani, 2016b)

Through the references that have been presented, in its activities the formation of promotional media has similarities and differences from the exposure. The difference seen from the process of building posters carried out by BRIN publishers is that posters that will be produced on BRIN Publishers are digital so that the letters used in accordance with the digital format but still use bold letters in certain parts. The use of photos on BRIN publishers uses images that are common because BRIN publishers are non-ministerial institutions.

According to (Utami, 2021) in the process of making posters there are several stages, namely (1) determining the topic and purpose of posters; (2) Choosing a word and composing a sentence; (3) Determine the image; (4) pay attention to the layout; (5) Print posters into the media; (6) Publishing posters. In the poster creation activity carried out by BRIN publishers there is a difference that is categorized where there is no process of printing a poster into the media. This is because the process of forming the poster is used as a promotional medium in the BRIN publisher's social media. Here is the work of profile product posters from BRIN publishers designed by the author.



Figure 6. Poster

#### b. Flyer

A flyer designed (figure 6) is not much different from a poster because the information presented is only contained in the focus of the book. Flyers are usually used as material to attract the attention of the audience to a product from the company. The content of a flyer is an information in outline. Flyer profile products that will be created by BRIN publishers contain brief information about BRIN publishers and their vision-mission so that the public knows BRIN publishers and provides the same information as posters, namely about book products that are the top three books with the greatest number of accesses.

On the flyer coupled with information from the BRIN publishing service is the book publishing process. This is to be informed to the public that BRIN publishers provide book publishing services not only from internal companies, but audiences can publish books with book printouts through e-books. In addition, the information is expected so that the public understands not only the products presented by BRIN publishers but book publisher services. Here are *the flyers* that were formed (figure 7):



Figure 7. Flyer's

### c. Point of sales (POS)

System to meet the needs of various businesses with methods that facilitate sales transactions (Adani, 2021). Point of sales may also contain a collection of information that can facilitate each transaction such as the amount sold, price or any additional information about the promotional program. POS can provide marketing by providing direct information about what consumers are buying.

This is not in line with the activities carried out by BRIN issuers in the formation of POS. POS formed does not contain information about the price or products sold because the purpose of BRIN issuer in the formation of POS is not for profit but at the level of awareness and engagement from the community. POS only displays book products that are being favoured by readers for the past month as well as a barcode dissertation with the aim that readers interested in the book can directly read on the BRIN publisher's website (Figure8).



Figure 8. Point of sales

In the process of forming promotional media there are several elements used, namely typography and colour. Typography is an art and technique in designing and arranging scripts to compose visual publications. Typography used in the creation of promotional media is *sans-serif* type. According to (Valentino, 2019)(Valentino, 2019b) *sans-serif* has modern features and tends to be more efficient so that it is in accordance with the concept of making production media. The typeface used in the *sans-serif* category is Myriad Pro.

Colour is an element that is used to convey the message visually more conveyed. Colour selection is used so that the audience can be provoked emotionally. In addition, colour selectors for promotional media use a type of additive colour that is the result of primary colour because seeing the result of this promotional media will be an asset into BRIN publisher media.

## CONCLUSION

Product profile is one of the promotional media that can be used as a means of communication in the delivery of messages and information. Designed products profile as promotional media on BRIN publishers are video profile products and three forms of digital media such as posters, flyers, and point of sales. Designed products profile to make promotions as attractive as possible to attract the attention of readers.

Designed product profile video by BRIN publishers contain information about the work and services of BRIN publishers. In the process of designing video through three stages, namely pre-production, production, and post-production. In the pre-production stage where making idea discovery, data collection to the creation of *storyboards* and *storylines*. Then at the stage of production where changing the synopsis into audio-visual and post-production stage which is the editing stage.

In the design there are several elements that support promotion using attractive profile products including the use of images, videos, typography, colour, and *graphic motion*. Profile product design is expected to introduce BRIN publishers to audiences because it contains general information such as history, mission-vision, products, and services available at BRIN publishers.

The process of making work through several stages is collecting data. The process of data collection is carried out using methods of interview, observation, and literature studies. After collecting data generates several outputs, namely product video profiles, posters, flyers, and points of sale.

In the process using several elements of visual communication design, namely typography using *myriad pro* fonts, this is because the font that seems formal, easy to read but has an elegant shape. The colour used is *addictive* by using the colour in the #ad1b1b code, #babfc3, #921010. The size used in the creation of posters in accordance with the size of posters in general is A3 and flyer A5. From the process of making the work that uses several processes involving visual communication design is expected to eliminate the rigid and bureaucratic sense in BRIN publishers because it uses modern concepts.

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