Training Making Videos based on Digital Media Content to Improve Promotion Skills of Tourism Village Managers

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Abstract

Life in this digital era is greatly influenced by technological advances. The sheer volume of technology shows that humans and technology cannot mix. In the 5.0 era, there is the idea that technology will work together with humans to improve the quality of life. One area that will benefit from the community is tourism. To increase tourism promotion, people can discover tourist attractions through digital content. Searching on various digital media, usually called social media, allows people to find tourist attractions through digital content. This conceptual research discusses the use of digital content as a tourism promotion tool. The importance of interesting content used in digital promotions so that the display supports the delivery of training presentation materials. This research uses a qualitative approach. The data source for this research comes from questions in a questionnaire regarding the opinions of tourist village managers in Dander District, Bojonegoro Regency regarding making videos based on digital media content to improve promotional skills. This research aims to find out whether there is an increase in knowledge of learning outcomes obtained from training.

Keywords: Learning Media, Digital Content, Education and Training

Introduction

Mid-2020 and even now, online and digital learning is very widely carried out, especially in the education sector. Teachers and students are required to follow and update learning. Initially teachers did not have the necessary skills to teach online, and they did not have enough resources and training. Students are also required to study from home without receiving prior instructions. Factors such as teachers' demands to adapt to new facilities, increasing internet quota costs, student boredom due to too long school holidays, skills in the distance learning process being a job

that must be learned, and adequate technology access infrastructure. As stated by Satrianingrum & Prasetyo (2020), teacher monitoring of student growth can only be done in teaching and learning activities [1]

The results of the interview from the manager of the Tirta Arum Tourism Village, Bojonegoro Regency, stated that the learning carried out to find out skills in promoting tourism in the village really requires interesting and effective media so that it is easy to accept and can be directly put into practice so that it will influence the increase in village tourism promotion. The forms of promotion used are still very minimal and there is a lack of publicity. [2] .This video making training aims to provide skills and skills for tourism village managers as an effort to achieve the goal of making lesser known tourist villages known to the wider community. [3]

According to previous research, it is hoped that digital marketing training can be used to open a business by building an entrepreneurial spirit to acquire consumers, promote products, maintain consumers, and increase sales, which ultimately increases profits [4] . Digital marketing content creation training allows buyers to obtain all information about products and make transactions via the internet, while monitoring and fulfilling the needs and desires of potential consumers [2] [5] .

Life in this digital era is greatly influenced by technological advances. The sheer volume of technology shows that humans and technology cannot mix. In the 5.0 era, there is the idea that technology will work together with humans to improve the quality of life. One area that will benefit from the community is tourism. To increase tourism promotion, people can discover tourist attractions through digital content. Searching on various digital media, usually called social media, allows people to find tourist attractions through digital content. This conceptual research discusses the use of digital content as a tourism promotion tool [6] .

Minister of Communication and Information Rudiantara launched #SiBerkreasi, a national digital literacy movement, on October 2 2017. The call to disseminate positive content to the wider community is the main focus of this movement [7] . One way to fight the spread of negative content in online media is this effort. According to the Public Relations Bureau of the Ministry of Communication and Information (2017), the #SiBerkreasi movement was founded to promote the digital literacy movement to the wider community and includes digital literacy activists from various different institutions and communities. Apart from regular blocking of sites and applications, this movement can also be considered as an additional effort by Kominfo to overcome negative content that is widely spread on the internet [8] .

In marketing communications, messages in digital content promoted in the media can be images, videos, photos or infographics (Retnasary et al., 2019) [7] .

This promotional content conveys ideas and thoughts systematically to customers and focuses on creating product material to be sold via the internet or other digital media (Husna, 2019). In the digital era of information 5.0, content control is very important in disseminating information about tourism in an area through media and information technology. Departing from these ideas and phenomena, this research will concentrate on digital content-based video creation training to improve the promotional capabilities of tourist villages [9] .

Research Methods

Video making training begins with conveying theory first, namely the importance of interesting content used in digital promotions so that the display supports the delivery of presentation material training using PPT, laptop, LCD and screen. After delivering the theory, the next step is the practice of creating content. In this practice, the tools needed by participants are smartphones/laptops, internet and assistance with the Canva application [10] . Delivery of material is carried out face to face, starting with ice breaking, introductions, theory delivery, games, content creation practice, discussions and ending with closing.

The data source for this research comes from questions in a questionnaire regarding the opinions of tourist village managers in Dander District, Bojonegoro Regency regarding making videos based on digital media content to improve promotional skills [11] . Other sources come from the internet, including previous research journals. This research uses a qualitative approach. The survey was conducted after training in making videos based on digital media content. Participants consisted of heads of tourism managers from 16 villages in Dander District to give their opinions about good content in digital media, digital literacy, and the impact of digital media on tourist villages, both positive or negative through a questionnaire given by researchers [12] .

This research uses a qualitative approach. According to Riyodina and Shinta Kristanty "Qualitative research methods are not like quantitative research, they are not based on the field, interview results, written documents, and non-discursive data [13] .

Research Results and Discussion

This research aims to find out whether there is an increase in knowledge of learning outcomes obtained from the training [14] , based on the results of the answers to the questionnaire from the head of the tourist village manager. After training in making videos based on digital media, training participants were given a questionnaire to determine the training participants' responses to digital media, participant satisfaction with video making training [15] . It can be seen that after attending this training the participants were very enthusiastic because they had just

used or created video content based on digital media content which was used to promote tourist villages.

Digital marketing strategy is a strategy to maintain the continuity of each business. The form of business can be in the form of services, trade, industry or a combination. A maximum result using a marketing strategy is not necessarily realized. There are two goals that must be involved, namely the introduction and strengthening of the product brand image. Promotional content suggestions as a digital strategy must be planned and created in an attractive way and distributed so as to encourage followers to become consumers or vice versa. By applying the AIDA (Attention, Interest, Desire and Action) model, it is easier for partners to create content compositions on social media and other media [11] . Making videos for product advertisements using makeshift tools available at school or the surrounding area. However, creativity will still emerge from vocational school students through understanding the purpose of product advertisements. The advertising content used so far mostly uses static visual advertising content such as photos and posters. Visual advertising content has the advantage of being viewed more quickly in a matter of seconds, but has the disadvantage of being limited in the material presented. Apart from that, currently advertisements with static images are deemed less attractive to consumers in visiting or following social media accounts. It would be more interesting if advertisements on social media were presented in video form. Partners realize that the ability to produce quality and aesthetic videos is still very lacking. When making advertising videos by the production unit, it can increase public impressions of the results of the school production unit [12] . The expected meaning of advertising is a representation of the desire to share with others. Any tvc that uses real human talent cannot be separated from the camera's point of view. The importance of camera appearance in advertising video media examines the relationship between camera placement (angle) in influencing the message conveyed by a TVC and how cinematography is used as visual rhetoric. The study was carried out qualitatively using a semiotic film analysis approach. Data on the importance of camera views in advertising video media are grouped into four structures, namely visual structure, verbal structure (language, characters, setting, time), narrative structure and audio structure. Diachronic analysis uses the view of signifier and signified. Some types of angles are extreme long shot (els), very long shot (vls), long shot (ls), medium long shot (mls), medium shot (ms), medium close up (mcu), close up (cu), big close up (bcu), low angle shot, eye level shot. The selection of selected images for analysis is carried out on the following basis: (1) image selection according to the type of camera angle. (2) sort the images according to the type of camera angle. (3) analyze each film and the impression it creates from the

perspective of each camera. (4) compare the impressions from the two analyses. (5) explain the reason why different impressions arise, if the camera viewpoint is the same but the impressions obtained are different. The camera angle plays an important role in creating a certain impression, for example a horror or aesthetic impression [10] .

This response is supported by a diagram in Figure 1. Have you ever used digital media content?
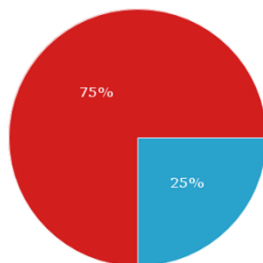

Figure 1. Percentage related to digital marketing content

Based on the results of this research, it was found that 75% had not mastered digital marketing and 25% had mastered it. Meanwhile, the second questionnaire regarding participant satisfaction with digital media content-based video creation training is supported in diagram 2. Does the training material suit the participants' needs?
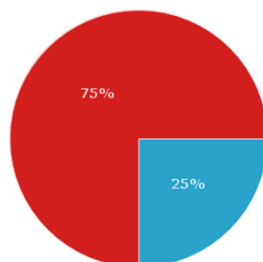

Figure 2. Percentage related to mastery of digital marketing material

Based on the results of this research, it was found that 25% had not mastered what was presented regarding the progress of using digital marketing and 75% had met expectations from the material presented in the training.

Video Making Training Documentation

The results of this research state that digital training can provide potential for marketing strategies by increasing promotion of tourist villages that still lack community. The illustration of the need for training is that video is the most popular product for promotional media. Social media platforms are now becoming video platforms to answer current trends in interests or trends. The videography process for commercial purposes needs to be considered. This training will teach you how to prepare, create and process advertising or commercial videos for a product both indoors and outdoors. Participants learn about the tools and other supporting things that need to be prepared as well as the complete flow of making advertising videos, both indoors and outdoors. Apart from that, participants will also get lessons about editing videos to get good product advertising video results. The general objective of the training is how to understand how to prepare and also take appropriate pictures for advertising or commercial videos, both indoors and outdoors, by learning basic videography techniques. The specific objective of the training is to understand the preparation and flow of making indoor videos; understand proper camera movements for advertising videos; understand how to edit advertising videos; understand the preparation and flow of making outdoor videos; and understand the aspects and frames that need to be captured in outdoor videos. Some aspects of the expected competencies are: knowledge related to: tools commonly used for making indoor/studio advertising videos; tools that need to be used for making outdoor videos; appropriate shooting techniques for advertising. The skill competency aspect (Skill) is knowledge about how to set the right lens and aperture for indoor or outdoor

conditions, understanding the right tool settings for indoor or outdoor conditions and the right camera movement to get a cinematic effect in advertising videos.

Therefore, there is a need for further training regarding digital content that builds and develops social media such as Instagram, Facebook and TikTok. Seeing that this research is also supported by previous research which states that there is a significant influence between digital marketing on sales interest or business performance [16] [9] [14] . Video content creator training is one of the training schemes in the Thematic Academy, Digital Talent Scholarship Program in tourist villages, which aims to form the skills (skills) of the young workforce in the field of video production for various communication and marketing purposes through digital media, one of which is to support sector development tourism in Indonesia. The training material includes skill formation in the preparation, production and post-production stages of videos, including video publication via digital media.

Training Competency Unit:

- Understand the principles of video content creation
- Create a video content production plan
- Producing video content
- Editing videos
- Publish video content on digital media

Training Output:

After attending the training, participants are expected to be competent in the field of video production for various communication and marketing purposes from the planning stage to the production stage.

Training Activities:

Training activities are carried out online, consisting of face-to-face sessions (live sessions), self-paced learning sessions and project sessions. During the learning process, participants have the opportunity to ask questions and interact with the tutor. The graduation of participants in the training is determined by the teacher's assessment of the participants' activities in:

- Face to face meeting
- Learn independently by reading and studying learning modules from tutors
- Projects
- Post test

Requirements that participants must fulfill:

1. Indonesian citizens
2. Have a social media account (at least Instagram)

The results of this research also support the picture of technological developments and habits. According to the Hootsuite survey results, internet users in Indonesia in early 2021 reached 202.6 million people and 170 million of them were active social media users. They spend an average of 3 hours and 14 minutes on social networking platforms. Demands and opportunities to activate business marketing strategies through digital marketing (digital marketing or online marketing). This strategy can utilize various digital platforms to generate optimal sales, build a brand, and ensure a profitable and sustainable business [16] . In this training, we will learn about digital marketing for culinary businesses such as advertising strategies on social media, maximizing social media as a platform for selling, steps for endorsements and we will also learn about marketing fundamentals, marketing components and steps. steps in developing a strategy, so that it can produce optimal sales. The general objective of the training is that the training participants are able to apply the basics of digital marketing according to the correct flow/process. Meanwhile, the specific objectives of the training are: skills and knowledge related to: how to advertise via social media; how to build awareness on social media; content that creatively engages audiences on social media; how to generate sales via Instagram and FB ads; marketing fundamentals; develop marketing strategies; know the important components in marketing and technical digital marketing optimization. The competency aspects that are expected to begin to be mastered are the competency aspects (skills) in the form of knowledge, namely fundamental marketing knowledge; knowledge of important components in marketing and knowledge of social media developments and digital marketing opportunities. The next competency aspect is Skills, namely: the ability to develop marketing strategies; the ability to build awareness on social media and the ability to create content that attracts audiences on social media. The next aspect of competence is attitude in the form of creative, innovative and contemporary or up to date [9] [14] .

Conclusion

This activity was carried out well and received good enthusiasm from the participants. There is an increase in skills in promoting the Daya Tourism Village. In general, they think they are satisfied with this activity. Participants hope that there will be further training activities related to the use of other learning applications to always update participants with new knowledge. So that the promotions carried out for the advancement of tourism in the village always innovate and keep up with the times. With this training, further research can be developed that links business performance and sales interest in what is being offered. Suggestions from this

research can combine variables related to relationship quality, market orientation, trust, satisfaction, and experiential marketing to show improvements in the business.

The expected competencies after training are knowledge, skills and attitude for product advertising video sessions. Knowledge, skill and attitude, respectively, with an average score of 75%, have mastered creating content in videos. It can be stated that the participants' competence is good and good enough to master product advertising videos. Meanwhile, for the digital marketing strategy session after training, namely knowledge, skills and attitude, respectively, with an average value of 75% each. It can be stated that the participants' competencies are very good for mastering digital marketing strategies. If we look at the enthusiasm of the participants, we can conclude that participants from vocational high schools have great potential for mastering technology-based and digital marketing systems. It can be concluded that product advertising video training and digital marketing strategies provide good results with the expected increase in competency. Training can be carried out again at a higher level. Current training is at basic level or can be advanced to basic level two or intermediate level. The partner's desire to apply it to school production units can be considered in the next collaboration with participants from management or production unit implementers so that they can contribute to marketing and sales of tourist villages.

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