

Commercial Video Tourism of Lawu Susu Village as Promotional Media

Designing a Company Profile Video for Kampung Susu Lawu Tourism as Promotional Media

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ABSTRACT

Milk is an essential food ingredient because it contains nutrients that the body needs. Cow's milk has high nutritional value and has become necessary in human food consumption patterns. Kampung Susu Lawu (Lawu Milk Village) Agrotourism, located in Singolangu Hamlet, Magetan, East Java, is an integrated natural tourism concept with a dairy farming center with a 7,000 liters/day production capacity. Since it was founded on March 14, 2019, Kampung Lawu Agrotourism has yet to be widely known to the public. Therefore, promotional media is needed to increase visits to Kampung Susu Lawu and, at the same time, improve people's purchasing power for milk products and their variants. Promotional videos ultimately became the promotional media for Kampung Susu Lawu because of their flexibility and adaptive nature when presented on various social media platforms that are currently trending. These efforts will help improve the regional economy.

Keywords: Video Company Profile, Cow's Milk, Agrotourism, Kampung Susu Lawu

INTRODUCTION

Cow's milk is a cow's teat secretion with perfect nutritional value and is the best source of amino acids from animals (Hasria et al., 2019). The general term is cow's milk because cows are the largest milk producers. Milk is an essential food ingredient because it contains the body's nutrients, such as water, protein, fat, carbohydrates, minerals, vitamins, enzymes, and antibodies (lactalbumin/lactoglobulin). As milk producers, dairy cows are bred specifically because of their ability to produce milk in large quantities, so they are often used by the community (Efata, 2018).

Kampung Susu Lawu is located on the border between East Java and Central Java, precisely in Singolangu Village, Sarangan Village, and Plaosan District. This village is situated at an average altitude of 1200 above sea level, and its area

extends to the foot of Mount Lawu. Lawu Milk Village is a cattle breeder community founded on March 14, 2019, in Singolangu Hamlet, Sarangan Village, Plaosan District, Magetan Regency. He started with the idea of Mr. Slamet Waloyo, a resident who raised dairy cattle in 2009. With enthusiasm, Mr. Slamet encouraged the people of Singolangu to raise dairy cattle to improve the local economy. The Lawu Agrotourism Kampung Susu Lawu (KSL) was formed from there.

Lawu Agrotourism Kampung Susu Lawu (KSL) is an integrated natural tourism concept that is equipped with a dairy farming center with a production capacity of 7,000 liters/day; Kampung Susu Lawu (KSL) also has other tourist attraction facilities, such as agricultural tourism, dairy, education about animal husbandry, hiking trails, etc. As time passed, Mr. Slamet and the residents succeeded in getting the government's attention to milk village tourism. However, since it was founded in 2019, Kampung Susu Lawu (KSL) Agrotourism is still not widely known to the broader community.

This is due to weak promotion by the KSL community and the government. Therefore, in collaboration with the Visual Communication Design Study Program, Faculty of Arts and Design, Universitas Sebelas Maret, KSL is trying to create a promotional strategy to strengthen KSL's marketing to be known to the broader community.

From observations and research results in the field, it was concluded that KSL tourism promotion had been limited to the use of below-the-line media strategies, which is considered less than optimal considering that the target market for KSL Agrotourism is ages 5 to 40 years. Therefore, the Visual Communication Design Study Program, Faculty of Arts and Design, Universitas Sebelas Maret, designed a promotional strategy by optimizing social and audio-visual media through profile videos.

Commercial or profile videos are created and used to market or promote specific products, services, brands, or organizations. The main goal of commercial videos is to attract and create interest or motivation for viewers to take specific actions, such as buying a product or using the services offered. As social media usage increases, commercial videos are often optimized through social media platforms like Instagram, Facebook, or YouTube.

Commercial videos play an essential role in the modern marketing world, and their creation strategies continue to evolve with changing consumer and technological trends. The success of an advertisement often lies in its ability to convey a message that engages, motivates, and touches the hearts of potential viewers.

LITERATURE REVIEW

1. Milk Production

Besides the high nutritional value of milk and its suitability for humans, milk is also a good food source for microorganisms, so milk is easily damaged. It is perfect if animal milk is consumed fresh. Fresh milk is said to increase body stamina

naturally. Fresh milk is a source of energy because it contains a lot of lactose and fat; it is also a source of energy because it contains a lot of protein and minerals, as well as substances that support various metabolic processes, such as minerals and vitamins. Even though milk is a food that is high in nutritional content and good for health, Indonesian people's milk consumption is still deficient.

The low consumption of pure milk is caused by some people experiencing lactose intolerance or allergies to milk, so they cannot drink pure cow's milk that has not been processed. Lactose intolerance is a digestive disorder caused by the body's inability to digest lactose. Processing milk into various products can reduce the amount of lactose so that people with lactose intolerance can consume more dairy products.

2. Company Profile Videos

Video profiles, or in other words, company profiles, are creative and innovative solutions for various needs, especially advertising needs. Video recordings are played on audio media in other visual forms and used to fill in the profile of an agency, a region, or a tourist attraction. The digital generation cannot be separated from their smartphones to access social media in the current era. Not only is the younger generation addicted to gadgets, but children and parents are also not left behind. In the current era of social media, which is supported by the power of the internet, it is essential to help successfully promote a business or product.

Besides being fast and easy, social networks provide a cheap way to promote, even without capital. Even nowadays, a term for workers who create video content is content creator. According to Huotari et al. (2015, p. 372), content creation is based on activities in the form of distributing information combined in the form of images, videos, and writing, which is interpreted as content that is then distributed through digital media platforms such as YouTube, Instagram, and other media. Other. Cinematography is used in the entertainment industry, and many works can be integrated into exciting videos for entertainment, art, marketing, advertising, tutorials, and travel.

METHODOLOGY

This design uses a qualitative descriptive approach to understand behavior, actions, etc. When research is carried out, it does not provide treatment or manipulate the variables studied but describes the situation as it is. The object of this research is a commercial video to increase the tourist attraction of the Kampung Susu Lawu (KSL) of Magetan. The subjects of this research are Indonesian people. This research uses two types of data collection: primary and secondary. Primary data in this research was obtained from interviews with the management of KSL. This research obtained material from sources, literature reviews, and the internet.

After the data has been collected, analysis is carried out using the SWOT analysis method to determine the strengths, weaknesses, opportunities, and threats at the design stage.

Strengths	Kampung Susu Lawu (KSL) is a beautiful and easily accessible location. This is a strength because it can attract visitors from various regions. KSL is known for providing high-quality, pure, fresh milk products; this can be a significant competitive advantage. KSL offers a variety of dairy and processed products, such as fresh milk, cheese, yogurt, or ice cream, which can attract many new consumers.
Weakness	If a dairy village is exposed to market fluctuations or risks related to natural conditions, such as extreme weather conditions or animal disease, this can be a severe weakness. Dairy villages have limited production capacity. This can limit potential growth and meet growing market demand. Livestock owned by residents are still bred in their respective homes.
Opportunities	As awareness of the importance of quality dairy products increases, dairy villages can benefit from a growing market. Opportunities to create exciting travel experiences, by adding multiple tour packages.
Threats	Consumer competition with other tourism companies in the area has a significant impact. Changes in consumer preferences or healthy food trends can affect demand for dairy products or dairy products. The need for branding of this tourism also affects the number of tourists who visit.

RESULT & DISCUSSION

1. Media Survey Data Results

A survey was conducted as an online questionnaire using Google Forms to obtain an appropriate design for this research. Twenty-eight respondents were obtained from around the area when this questionnaire was distributed. Based on the survey results of the questionnaire, it was found that 21.4% of respondents said they did not know about the Kampung Susu Lawu tourist attraction, 57.1% said they already knew, and 21.4% said they probably knew about it.

5. Apakah kalian pernah mendengar dimagetan ada peternakan sapi perah?

28 jawaban

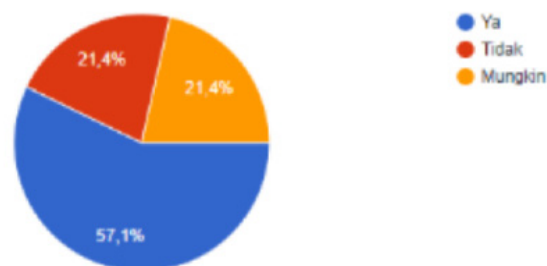


Image 1 Data Results for the Question «Heard about Cattle Farming». (Source: Personal Document, 2024)

Then, from the questionnaire survey results regarding interest in Video Company Profiles as information, the data obtained was 89.3% said yes, 7.1% said maybe, and 3.6% said no.

15. Apakah anda merasa bahwa video company profile dapat membantu menghadirkan informasi unik dan menarik tentang Wisata Kampung Susu Lawu yang mungkin jarang diketahui oleh masyarakat ?
28 jawaban

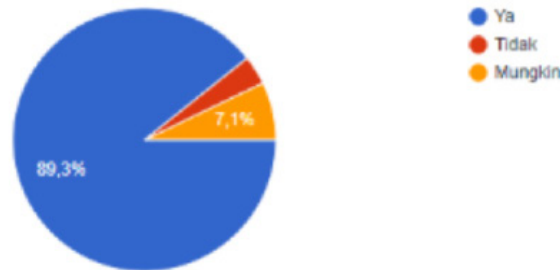


Image 2 Data Results for the Question 'Video Compro Disseminates Information.' (Source: Personal Documents, 2024)

Then, from the results of a questionnaire survey regarding interest in watching the Company Profile Video as information, the data obtained was 85.7% said yes, 10.7% said maybe, and 3.6% said no.

14. Apakah anda tertarik menonton video company profile yang menyajikan informasi tentang Kampung Susu Lawu?
28 jawaban

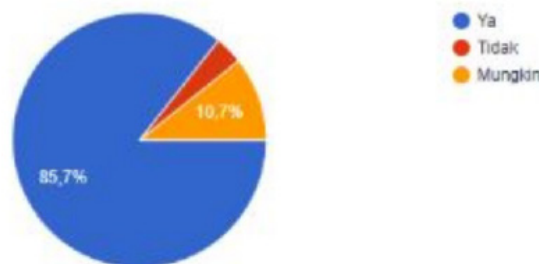


Image 3 Data Results for the Question 'Interested in Watching Compro Videos.' (Source: Personal Documents, 2024)

Apart from the questionnaire survey data, this research also conducted direct interviews with Mr. Waluyo, the Kampung Susu Lawu Tourism manager in Magetan City. The residents of Kampung Susu Lawu are a group of dairy farmers who keep cows in their homes. Residents have more than 3 to 5 cows, which are kept to produce milk or for calving. In a day, milk is milked twice, namely in the morning and afternoon. The milking results are deposited at the milk production house for

storage to maintain cow milk quality. Kampung Susu Lawu also collaborates to deposit its dairy milk to the Nestle and Indomilk factories. With the results of dairy milk, a group of mothers also developed cow's milk into processed products such as milk pie, milk dodol, candy, ice cream, and even soap. Mr. Waluyo hopes that this tourism can help improve the economy of the people of Singolangu Village.

2. Creative Concept

Creative concept is the process of developing a design concept that has been obtained through the results of research data. In making a company profile video for Kampung Susu Lawu Tourism, a creative concept can be the key to attracting the audience's attention and conveying a strong message. With this innovative concept implemented carefully, the company profile video for Kampung Susu Lawu Tourism can effectively attract public attention, promote tourist destinations, and build a strong image for the destination.

3. Typography

Typography is the art and technique of designing and placing letters and text to make writing clear, easy to read, and visually appealing. Typography plays an essential role in graphic design, publications, and digital media because it influences how the audience receives and understands messages. The font used is a sans serif type.

Oswald

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Image 4 Oswald Font. (Source: Personal Document, 2024)

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Image 5 Monserrat Font. (Source: Personal Document, 2024)

4. Color

The colors used in this design are the colors used in most company profile videos, namely bright and warm colors, so the role of color is vital in influencing the audience's interest.








	R : 0 G : 0 B : 0 #000000	C : 75 M : 68 Y : 67 K : 90		R : 255 G : 255 B : 255 #FFFFFF	C : 0 M : 0 Y : 0 K : 0
	R : 105 G : 141 B : 111 #698D6F	C : 62 M : 29 Y : 63 K : 8		R : 166 G : 112 B : 93 #A6705D	C : 31 M : 58 Y : 63 K : 11
	R : 192 G : 162 B : 107 #C0A26B	C : 25 M : 33 Y : 66 K : 1		R : 101 G : 38 B : 36 #652724	C : 36 M : 85 Y : 77 K : 49
	R : 139 G : 92 B : 36 #8B5C24	C : 35 M : 61 Y : 100 K : 25			

Image 6 Color Code. (Source: Personal Document, 2024)

5. Work Visualization



Image 7 Screenshot of the Profile Video Results.

CONCLUSIONS

Kampung Susu Lawu (KSL) is a unique tourist destination on the border of East Java and Central Java, famous for producing high-quality dairy milk and various processed products. With its strategic location and diversity of tourist facilities, KSL has excellent potential to attract tourists from different regions. Challenges such as

market fluctuations and competition with other tourist destinations can be overcome through effective marketing strategies. Recommendations to achieve this include designing attractive and informative commercial videos to promote KSL, optimizing social media to reach a wider audience, collaborating with large milk producers to increase product distribution, and educational activities to raise public awareness of the benefits of dairy cow's milk. In this way, it is hoped that KSL can become a sustainable tourist destination and positively impact the local economy.

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