

Profile Video Design of Film & Television Study Program as a Promotional Media & Persuasion on Prospective Students of Widyatama University

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Abstract

In this new media era, video platforms have become a strategic part of promotional activities. Through videos, promotional activities of an organization such as higher education institutions, can contribute to massively spreading the organization's profile through various new media channels, such as Instagram, Facebook, Twitter, Websites and video sharing platforms such as Youtube. Video content is considered more attractive and interesting because it contains audio and visual content and is considered easier to understand. As an educational institution, the Film and Television (FTV) Study Program of the Faculty of Social and Political Sciences (FISIP) at Widyatama University views the importance of having a promotional video or profile video to provide information about the study program's profile and at the same time as a medium of persuasion to prospective students or of high school or vocational school graduates, who have the desire to continue their education in the applied sciences of cinematography or film and television production. Therefore, welcoming the new academic year 2021 – 2022, FTV Study Program of FISIP Widyatama University decided to produce a profile video containing the profile of the FTV study program and its activities, which were produced by lecturers in collaboration with students. The purpose of making the profile video is to provide information about the profile of the FTV Study Program with interesting content, to high school and vocational high school graduates in various regions in West Java and Indonesia. The target of making the profile video for the FTV Study Program is to make prospective students choose the FTV Study Program as their choice of further education. Therefore, the strategy taken by the FTV Study Program is to produce a video profile of the FTV Study Program before the announcement of the graduation of high school and vocational high school students, which is used as promotional and persuasive content for the marketing team of Widyatama University both offline and online.

Keywords

video profile, promotion, Film & Television Study Program, FISIP Widyatama, prospective students

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Introduction

In the era of the development of digital technology and the internet, promotion has become a strategic activity to introduce an organization, activity, project or to persuade certain target audience groups to buy goods, services or accept ideas. Promotion does not only exist in the business or trade world, but it is also used in all sectors including the education sector such as campuses. Although the campus is an educational and scientific institution, in reality the campus also carries out promotional activities, especially before the admission of new students. Usually promotional activities become very high when high school or vocational students have taken the state exam. One of the strategies of higher education management during this period, universities tried to get as many new students as possible. One of the media that has recently been widely used for promotion is video. It must be admitted, since the video sharing platform Youtube was born in 2005, video media has become very popular. There are a number of things that support the popularity of the video medium. First, the video editing software or application features are developed to be easy to use for anyone. "Everyone can be a video maker", is the illustration that describes the phenomenon that has developed in recent years. Moreover, software or applications are also easy to obtain at a low cost, with the emergence of "pirated packages", which are widely sold in the market. In addition, electronic companies are also competing to market digital camera products that are affordable. This happens because of economic principles and market developments. The use of video media for promotion has a number of advantages, namely:

- Video content can be packaged very attractively because it is audial and visual.
- Video content is easy to understand because people who enjoy it don't need as much effort as text content.

Moreover, the Indonesian people have the character of Viewer Society (Cushion, 2011), or people who prefer audio-visual media to other media.

Promotion of Film & Television Study Program FISIP Widayatama University

Film and Television Study Program (FTV) Faculty of Social and Political Sciences (FISIP), is a new study program at Widayatama University which was established in 2020. Initially the FTV Study Program was under the auspices of the Faculty of Visual Communication Design (DKV). But over time, in 2021 to be exact in February, based on the Widayatama Foundation Decree, the FTV Study Program is under the auspices of the Faculty of Social and Political Sciences (FISIP), along with two other study programs, namely International Trade and Library & Information Science. As a study program that has only been established for a year, FTV has a challenge to be able to increase the number of new students in the 2021-2022 academic year. In the first year, namely the 2020-2021 academic year, the FTV study program accepts 23 new students from the Regular A class, which come from high school graduates or SMK in the current year. Meanwhile, in the 2021-2022 academic year, the FTV Study Program is targeted to reach twice the number of new students. To achieve this target, of course, a promotional strategy is needed that attracts prospective students. Therefore, to help the Widayatama University marketing team as the party responsible for carrying out the campus promotion strategy, the FTV Study Program designed a video production for the FTV Study Program profile. The design of the profile video for the FTV study program was proposed by the author Kenmada Widjajanto, as a permanent lecturer in the FTV study program at coordination meeting in May 2021. The author's proposal was approved by the Dean of FISIP Dr. Soni A. Nulhaqim, S. Sos., M.Sc. The approval was then followed up by the author by making a proposal for the FTV Profile Video Production Design, and two other study programs, namely the International Trade Study Program and the Library & Information Science Study Program. In this article, the author will only describe the process of designing a profile video for the FTV Study Program.

Theoretical Framework

Profile Video

The phenomenon of profile videos in Indonesia is noted to be blooming in the new media era. The birth of Youtube in 2005, gave rise to hundreds of video profiles of various central and regional

government agencies, state and private companies, organizations, communities, figures to educational institutions. Profile videos are considered as the most effective promotional media to reach all levels of audience. Before developing the term profile video, the public first knew it by the term video company profile. From a language perspective, the term company profile means company profile. Thus the company profile means an explanation of the general picture of the company by displaying various company information such as vision, mission, advantages, resources, performance or organizational structure. The term company profile was later adapted into a video profile because its users were no longer just companies, but also developed among organizational managers, government institutions to managers of educational institutions such as universities.

Profile Videos as a Documentary Genre

In contrast to cinema films or movies, profile videos fall into the category of non-fiction shows with the documentary genre. Documentaries are shows that capture and present stories based on real events. Therefore, the content of documentary shows must contain the main element, namely factual or fact-based stories. As stated by Millerson and Owens (2012) which emphasizes that documentary is a non-fiction film that organizes factual elements and presents them with a specific purpose. As for Millerson and Owens (2012) said that the documentary is a documentation that is processed creatively and aims to influence (persuade) the audience. From these two opinions, it can be concluded that documentary shows must have three elements, namely:

- 1) Facts
- 2) Creative processing
- 3) Purpose of persuasion.

The same goes for profile videos. A profile video work must have all three elements.

Function & Purpose of Profile Video

Quoted from the dawn website, print.co.id, video profiles or company profiles have various functions including:

- 1) Provide information about the identity of the organization or company.
- 2) Build the image of the organization or company.

According to a website www.guidancecompanyprofile.wordpress.com, some of the functions of a video profile or company profile are as follows:

- 1) Representation of the company
- 2) Marketing Tools
- 3) Complementary proposal or offer
- 4) Branding
- 5) Prerequisites for participating in certain events (exhibitions, seminars & workshops)
- 6) Completeness of tender materials
- 7) Publication materials in sponsorship events
- 8) Personal gifts given to loyal customers or special customers
- 9) Special gifts, door prizes or seminar kits during the event

The main purpose of making a profile video or company profile according to the Fajar, Print.co.id website are:

- 1) So that the target audience can understand the identity of the organization or company.
- 2) Can persuade the target audience to determine the organization or company as an option.

Video Production

The term video comes from Latin which means "I see", which means an object that produces something or a visual image. Video itself is an electronic medium for recording, copying, playing, broadcasting and displaying moving visuals. Video is an audio-visual recording media

technology, an update of celluloid tape media technology or what is known. with film media. If on film media, the image recording process occurs mechanically and to obtain the results first through a chemical process, then on video. the process of recording images occurs electronically and the results can be seen immediately. Currently, video media is a technology that is very commonly used both for television broadcasting systems, the film industry, and of course it has become a technology that is synonymous with the development of digital technology and the internet. Not only that, knowledge and knowledge about producing moving images is also growing. If in the era of celluloid tape or analog film, a science called cinematography developed, then the emergence of video technology gave birth to the term videography or the science that studies video production systems and processes. In principle, the video production process is the same as the film production process, which includes the following stages; 1) Planning & Pre Production, 2) Production, 3) Post Production and 4) Publishing.

Promotion

According to Schultz (2020), promotion is "the coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea". Basically, promotion is a form of organizational or company communication by utilizing various channels or media to persuade the target audience. To achieve its goals, Schultz (2020) mentions the promotional mix strategy, namely:

- 4) Advertising
- 5) Direct Marketing
- 6) Internet or Interactive Marketing
- 7) Sales Promotion
- 8) Publication (Public Relations)
- 9) Personal Sales

One of the channels that can be used for promotional activities is the use of video media channels. Video media is the channel that is considered the most effective because of its audial and visual nature, which greatly pampers its audience with attractive and attractive packaging.

Method

The method used in the design of the profile video production of FTV Study Program is a method of four stages of the video or film production process, namely: 1) Pre-Production, 2) Production, 3) Post-Production and 4) Screening & Distribution.

Planning & Pre Production

The initial stages of the video production series are called planning and pre-production. At this stage, the video designer will go through several stages, namely:

- 1) Processing ideas or ideas whose sources can come from anywhere.
- 2) Doing `research
- 3) Conduct site survey
- 4) Write a story design script (storyline) and shotlist
- 5) Calculating production cost budget
- 6) Setting up the crew
- 7) Setting up equipment
- 8) Establish production timeline
- 9) Assign & contact resource persons

Honthaner (2013) suggests "pre-production is the period of planning and preparation for shooting and finishing the film". According to Honthaner (2013), there are a number of activities carried out at the pre-production stage, starting from finalizing the script, making schedules and budgets, recruiting human resources, casting, determining locations to managing the use of copyrighted materials such as songs for films. In the process of producing a documentary or video profile, this

stage is the responsibility of a producer or person who is responsible for the entire production process. It is the producer who designs all stages of planning and pre-production.

Production

Production is a term that describes the core activities of the production process, namely taking pictures or shooting, which in film production terminology is called filming. At this stage the activities that take place are:

- 1) Doing shooting according to the storyline and shotlist
- 2) Doing voice or audio recording

At this stage, the responsibility is carried by someone who acts as a field director or producer, whose main task is to lead and direct the shooting process according to the storyline design that is made, according to the timeline, shooting rundown and shotlist. As the head of field production, the director has full authority to make decisions and/or improvise if necessary. When shooting, the duties of the director or field producer are assisted by a production crew who is determined and selected as needed. They are as follows:

- 1) Assistant Director or Field Producer Assistant
- 2) Cameraman
- 3) Audioman
- 4) Staff Production Unit Staff or Supporting

Production is also the stage where, shooting equipment becomes the main means of production. Standard equipment for production usually consists of:

- 1) Camera
- 2) Voice Recorder
- 3) Lighting equipment or lighting
- 4) Supporting equipment such as tripods, lightstands, electrical equipment, batteries and electronic camera stabilizers, also known as stabilizercams.

Post Production

Post-production is the last stage of the production of a video profile, which is the incorporation of all audio and visual elements in a digital engineering process using computer software editing programs. The audio-visual elements are as follows:

- 5) Audio, which consists of voice recordings of sources in the form of soundbite and backsound.
- 6) Visual, which consists of visual recordings or shooting footages, graphics or text.

Screening & Distribution

The final stage of the profile video production chain is screening and distribution. In this new media era, the process of displaying audio-visual content such as profile videos is very easy with the emergence of various digital media platforms such as video sharing Youtube and social media such as Instagram, Facebook, Whatsapp or Twitter.

Implementation and Discussion

Background

The idea of making a profile video for the FTV Study Program was a suggestion that came from the author, as a permanent lecturer at the FTV Study Program, which was presented at a meeting with the dean of FISIP Widyatama University on May 3rd, 2021. To the meeting participants, the writer presented his idea of producing profile videos for all study programs. at FISIP Widyatama. The aim is to introduce the profile of each study program, namely International Trade, Library &

Information Science and Film and Television Study Program, all of which are new study programs within Widyatama University. The target is to attract high school and vocational high school students who will graduate in 2021 and make FISIP study programs their choice. To save costs, the production process is carried out by the FTV Study Program lecturers themselves in collaboration with a professional team and FTV Study Program students as a production support team.

Ideas and Concepts

Through a decree from the Dean of FISIP, the writer was appointed as the person in charge of producing the profile video for FISIP Widyatama, who technically acted as producer, scriptwriter and director. At the initial stage, the author designed a video scenario for the FTV Study Program profile which leads to:

- Narrative delivered directly by the resource person
- Informative content
- Attractive talent and resource persons
- Filming with camera movement techniques using a camera stabilizer (Stabilizer Cam)

In general, the concept was created to get informative, dynamic and attractive profile video results which are then expected to be an attraction for prospective students who are the target.

Pre Production Stage

At this stage, the writer as a producer as well as a scriptwriter performs a series of activities which include:

Research

Research activities are carried out by looking for sources of information and data through documents owned by the FTV Study Program, as well as those on the website. In addition, the author also researched photo documents and video footages that the author had from several previous FTV study programs, such as photo sessions, workshops and filmmaking with students.

Site survey

The shooting location is set on the 5th floor of the DKV Faculty Building, which has a suitable area and according to video needs.

Scriptwriting

At this stage, the author makes a profile video scenario with storyline script writing techniques or a two-column format, namely the audio or narrative description column on the left and the visual description column on the right. In the left column, the author makes the structure of the pool by providing a description of the part or parts along with the description. For example Part 1 INTRO. While in the right column, the author writes down options and visual treatment in a non-formal style so that the video editor can easily understand it. For example: "the countdown number 3,2,1 appears first" accompanied by a video source link from Youtube. The illustration can be seen in the example image below:


STORYLINE VIDEO PROFIL PRODI FTV – FISIP WIDYATAMA	
Waktu Shooting: Jumat, 18 Juni 2021 Script: Ken	
Part 1 INTRO	<p>Muncul dulu countdown angka 3, 2, 1 https://www.youtube.com/watch?v=SkL0Q1TCa4tc: 3.11 Trus muncul template diawah ini https://www.youtube.com/watch?v=QlqTR9zcVO dibarengin dengan backsound https://www.youtube.com/watch?v=Xnyh2ZaildE</p> <p>muncul teks satu per satu mengikuti irama backsound</p> <p>Fakultas Ilmu Sosial & Ilmu Politik</p>  <p>Universitas Widyatama</p> <p><i>Mempersiapkan</i></p> <p>Semua teks menghilang Muncul Teks</p> <p>Video Profil Prodi Film & Televisi (teks nya besar)</p>
	<p>Ganti backsound dengan yang sesuai.</p> <p>Drone turun ke arah landmark widyatama</p>
Part 2.: soundbite Bu Atalia	<p>Soundbite bu atalia File.: Video Profil Prodi FTV Widyatama</p> <p>Teks nama Atalia Praratya, S.I.P., M.I.Kom. Dosen Prodi Film & Televisi</p>
INDUSTRI KREATIF MERUPAKAN INDUSTRI YANG BELAKANGAN INI TUMBUH PESAT/ DAN MENJADI MOTOR PENGGERAK KEGIATAN EKONOMI DI INDONESIA// DI MANA MEDIA/ BAIK KONVENSIONAL/ ELEKTRONIK MAUPUN DIGITAL MENJADI BAGIAN YANG TIDAK TERPISAHKAN DARI	

Image 1. Sample Storyline Video FTV Study Program Profile Page 1

PERKEMBANGAN TERSEBUT// KARENA ITU/ BAGI KALIAN GENERASI MUDA/ DAPAT IKUT BERPERAN MENJADI BAGIAN DARI GENERASI KREATIF MEDIA/ DAN MENGASAH DIRI KALIAN MELALUI BERBAGAI SALURAN PENDIDIKAN/ DIANTARANYA MELALUI PENDIDIKAN VOKASI// PRODI FILM DAN TELEVISI FISIP WIDYATAMA/ ADALAH SALAH SATUNYA//	
Part 3.: kolase kegiatan FTV	<p>Kolase foto foto pake template https://www.youtube.com/watch?v=Awwet263Qs</p> 

Image 2. Sample Storyline Video FTV Study Program Profile Page 2

On the second page of the storyline in Figure 2, the author provides an illustration of the visualization technique by including photos that will appear in the video. This method, according to the author, greatly facilitates the task of the video editor. Overall, the FTV Study Program's video storyline consists of 8 pages which is estimated to be 7 minutes video.

Production cost

- To produce a video profile of the FTV FISIP Widyatama Study Program, the author as a producer calculates the required costs, namely: Honor 2 professional crew who served as cameraman concurrently video editor and one assistant cameraman.
- Camera and drone rental fees
- Production and talent team operational costs i.e. lunch.

The lecturers and students of the FTV Study Program as the production team were not given an

honorarium because it was a form of dedication to the campus. The total cost of producing a profile video for the FTV Study Program is 3 million rupiah.

Production team

As a producer, the author designs a profile video production team for the FTV Study Program with a mixed pattern between professional and student crews. There are two professional crew members who serve as cameraman and video editor. Meanwhile, lecturers serve as producers and act as directors and students act as assistant directors. In essence the production team is a small team according to the needs of video production.

Equipment

The production equipment used in making the profile video of the FTV Study Program is as follows:

- a. Sony Alpha 6300. Mirrorless Camera
- b. Sony 50 MM. Kit Lens
- c. Sony 35 – 75mm F2.8. Lens
- d. Zhiyun Crane Cam Stabilizer
- e. Microphone Wireless Clip On Saramonic
- f. DJI Mavic Pro Drone
- g. LED Lighting
- h. Backdrop Fabric

Production Timeline

The production of the FTV Study Program profile video is part of the FISIP profile video production series, and the author sets a timeline for shooting the FTV profile video on Friday, June 18th 2021. As for the post-production stage from June 21st to July 2nd, 2021

Assign a Resource

The resource persons in the profile video of the FTV Study Program are the FTV academic community, namely lecturers and students, including the author himself being one of the talents. Each resource person, both lecturers and students, is given the role of conveying a different statement according to the scenario that has been made by the author.

Production Stage

Production is the stage where the director, in this case the writer, executes the video concept into a recorded image according to the storyline. This activity is called shooting or filming. At this stage, the director determines which part (scene or part) will be recorded first and which part will follow until which part the last is recorded. In practice, the director shoots according to the ready parts, such as lecturers and students. As for the recording part of the Head of the FTV Study Program, it was done at the end of the shooting process according to the time he had.

Shooting Technique

At this stage, the director performs several shooting techniques according to the scenario that has been designed, namely:

1. The technique of combining two scenes in one shot is called the continuous filming technique. This technique is an effective and attractive way of visualization provided that the camera moves and transitions are smooth.



Image 3. Example of 2 scenes recorded with one shot

2. Techniques for creating scenes with gimmicks by talents. For example for the 7th part, the director made a scenario for a student gimmick while practicing making a film scene, where one of the student talents mourned his friend who died.



Image 4. Example of a gimmick in the profile video of the FTV Study Program

3. Rotation technique with stabilizercam, where in making a video profile of the FTV Study Program there is a scene that shows the technique of rotating the camera 360 degrees and moving forward, so that the subject, namely the lecturer, is seen rotating on the show.



Image 5. Example of rotation technique on FTV Study Program profile video

4. The use of colored backdrops and lighting is a technique used by the director in making a video profile of the FTV Study Program. This method is an effective way to create an attractive background, and replace a flat background.



Image 6. Example of Backdrop & Color Lighting on FTV Study Program profile video

2. The technique of narrating the resource persons in the process of shooting the profile video of the FTV Study Program, using a A-4 size paper in which there is a narrative text written by the scriptwriter. The paper is stiked under the camera lens with the intention that the direction of the source person's eye view is not too far from the camera lens. Paper as a tool for reading the script, in the author's experience is called a matador, whose terminology is taken from the cloth held by a matador when dealing with a bull in the culture of bullfighting with humans in Spain.

3. Aerial shooting using a drone, is a technique used by directors to take wide-angle shots with a bird's eye angle. The technique is very effective in describing a very wide object in this case

the Widyatama University campus.

Soundbite Recording

In the production of profile video of the FTV Study Program, the author designs a narration by presenting it through a soundbite or recording a statement from the resource person, namely the academic community of the FTV Study Program, in this case the lecturers and students. Soundbite itself is defined as the choice of words or sentences that are the most important information from the source. In this case, the narration for soundbite is the result of the author's thoughts, which is outlined in a storyline format. From this design, the FTV Study Program profile video displays information from the delivery of the lecturer and student soundbite narration. The following is an example of a soundbite narration for one of the FTV Study Program lecturers as outlined in the storyline:



Image 7. Example of a Soundbite Narrative for an FTV Study Program Lecturer

In designing the video production of the FTV Study Program profile, there are 12 soundbite narrations, six narrations for lecturers and six narrations for students.

Post Production Stage

Post-production is the last stage of the video production process for the FTV Study Program profile video, where all audio and visual elements are combined in the editing process by the editor using two digital video engineering software, namely Adobe Premiere Pro and Adobe After Effects. The result of this editing process is the FTV Study Program profile video that is ready to be broadcast. This stage is the work of the editor, who in the production of profile videos of the FTV Study Program also doubles as a cameraman. Thus, the workload of the editor is not too heavy because he himself records all the footages during the shooting process. In this process, the writer assumes the role of producer, provides a complete storyline script to the editor and communicates reciprocally to provide input. In the storyline, the writer also provides a narrative script, visual treatment and stock footages needed by the editor. At this stage the editor performs a series of editing activities in the following order:

- 1) Roughcut, or arrangement of soundbite footages according to the structure of the storyline, including stock footages.
- 2) Work on transitions between scenes, where one of the transition techniques used in profile videos is seamless transition which means smooth transitions. The application of this type of transition technique can only be applied using software such as Adobe After Effects. This technique is used to give the video a "cool" impression.
- 3) Work on text graphics with animation or motion graphics techniques.
- 4) The backsound or background music is selected according to the character of the video, upbeat and dynamic, obtained from Youtube in the No Copyright Sound (NCS) category or music that is free to use by content creators without having to pay a fee.
- 5) Color Grading or color grading, is an editing stage to align the colors according to the character of the video. In the FTV Prodi profile video, the color gradation is directed at a sharp color brightness level.



Image 8. Sharp color gradations on the FTV Study Program profile video

1) Mixing, is the last stage of the editing process that harmonizes all audio and visual elements so that it becomes a video that is informative, harmonious, pleasant to hear, dynamic and attractive.

FTV Study Program Profile Video Output

From the process of designing and post-production of the FTV Study Program profile video, two videos were obtained, namely:

1) A long profile video of 6 minutes 53 seconds entitled "Belajar bikin film, TV & Media Digital di Prodi FTV Widyatama aja", which contains narrative soundbites from lecturers and students. The structure of the video content is as follows:

- Intro
- Soundbite Atalia Praratya, S.I.P., M.Ikom, a lecturer in the FTV Study Program who is also the wife of the Governor of West Java, who conveyed a message about the importance of film and TV education in the era of the digital creative industry.
- Soundbite Budiman, Drs., M.M.Pd Head of FTV Study Program who conveyed the message that FTV Study Program students learn conceptually and practically.
- Soundbite Della Dwinanti Sumpena, ST.Sn., M.Sn, FTV Study Program lecturer who delivered a message about film course material
- Soundbite Ibrahim Adi Surya, S.Sn., M.Sn, FTV Study Program lecturer who conveyed the message that students also learn about sound engineering.
- Soundbite Kenmada Widjajanto, S.Sos., M.Ikom, a lecturer in the FTV Study Program who conveyed the message that in the FTV Study Program students also learn to produce TV programs and Journalism.
- Soundbite 5 FTV Study Program students about their activities and impressions of studying at FTV Study Program.
- Punchline soundbite or the last soundbite is the soundbite from the student group that conveys the message that Widyatama University is a creative and innovative campus.
- The last part of the profile video for the FTV Study Program is an infographic containing information on new student registration.

2) A short profile video of 1 minute 57 seconds entitled "Profil Prodi FTV Universitas Widyatama", which contains a student narrative soundbite. In this short version of the profile video, the soundbite of 10 students is shown who answers the question "How is studying at the Film & TV Study Program FISIP Widyatama?" At the end, a soundbite appeared for all students who conveyed a message inviting them to join them in studying at the FTV Study Program of Widyatama University.

Viewing and Distribution

FTV Study Program Profile Video Viewing

The first step taken after the FTV Study Program profile video has been produced is to upload it on the Widyatama FTV Channel, a Youtube channel managed by students. The profile video version of 6.53 seconds was uploaded on June 30th, 2021 with the title "Belajar Bikin Film, TV & Media Digital di Prodi FTV FISIP Widyatama aja". In the caption section, provide the information of FTV Study Program education in theory and practice in the field of film and tv. FTV Study Program

provide hands-on experience along with the development of the program of activities. Such as organizing the website portal www.ftv.channel.widyatama.ac.id. Until this article was written, this long version of the video content received 315 views and 44 thumbs up. The short version of the profile video, which is 1.57 seconds, was uploaded on Youtube on July 11th, 2021 with the title "Profil Prodi FTV Universitas Widyatama" (Short). Until this article was written, the content of this short version of the profile video has received 97 views and 7 thumbs up.

Distribution of FTV Study Program Profile Videos

The next step taken by the author to make the two profile videos content of the FTV Study Program useful and efficient is to inform and share the link to the Widyatama University marketing division team. In accordance with their duties and roles, the marketing team is responsible for the promotion and publication of all study programs and faculties at Widyatama University to their target audience, such as high schools and vocational high school graduates in West Java in particular and in various provinces through offline and online channels. According to Aditya Yudanegara, the Widyatama University marketing team, during offline activities such as school visits, the marketing team shows profile videos during presentations. As for online channels, profile videos are distributed through social media accounts such as Instagram, Facebook and Youtube.

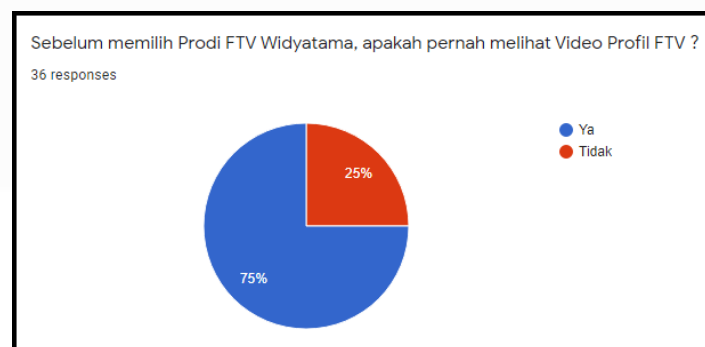
The Effect of FTV Study Program Profile Videos on Prospective Students of Widyatama University

To find out how far the influence of exposure to the profile video of the FTV Study Program on the choice of prospective students, the authors conducted a survey of new students of the 2021 FTV Study Program, using a Google Form digital questionnaire distributed during the period 4 to 9 September 2021, or after the Introduction Program of Widyatama University. There are 61 new students of the FTV Study Program for the 2021-2022 academic year. And 36 students filled out the questionnaire distributed by the author.

Questionnaire results:

- Question 1: Before choosing Widyatama FTV Study Program, have you ever seen FTV Profile Video?

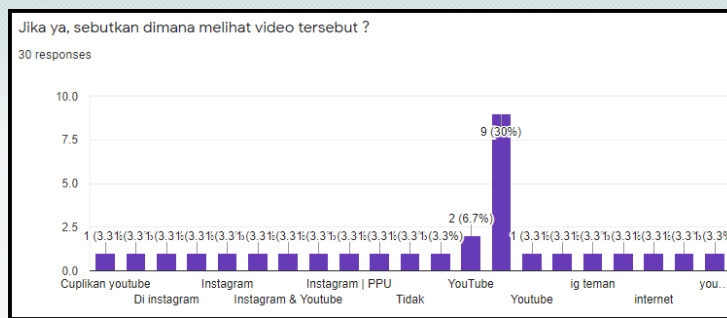
Answer: from 36 students, 27 people (75%) answered YES, while 9 people (25%) answered NO.



Question 1 Diagram

- Question 2: If yes, please state where you saw the video?

Answer: from 36 students, 9 students (30%) answered from Youtube, the rest had various answers from Instagram, PPU activities and the internet.



Question 2 Diagram

• Question 3: If yes, did the profile video influence the decision to choose the Widyatama FTV Study Program?

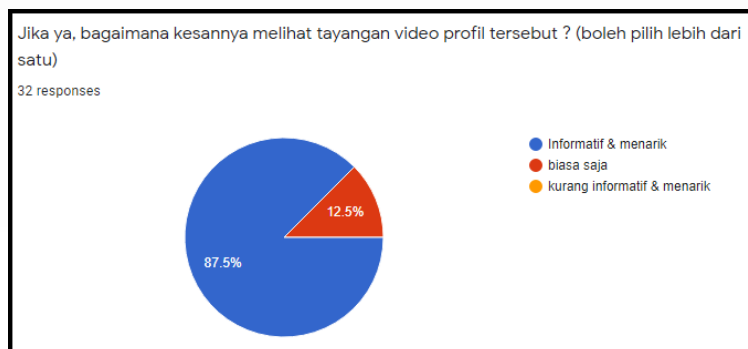
Answer: from 36 students, 32 students who gave YES answers are 26 students (81.3 %) and 6 students (18.8%) answered NO



Question 3 Diagram

• Question 4: If yes, how do you feel about viewing the FTV Study Program's profile video?

Answer: of the 32 students who answered, 28 students (87.5%) answered INFORMATIVE & INTERESTING, while 4 students (12.5%) answered JUST NORMAL.

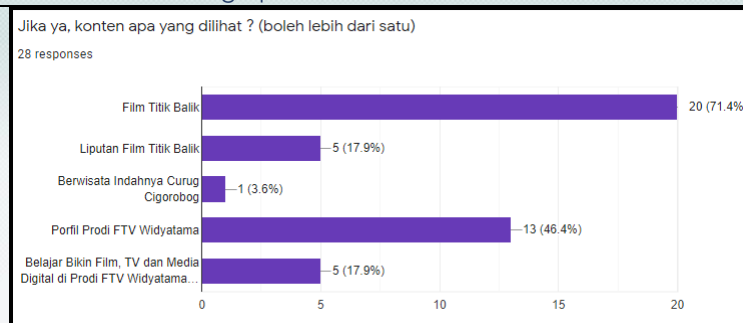


Question 4 Diagram

• Question 5: What content have you seen on Youtube FTV Channel Widyatama?

Answer:

1. A total of 20 students (71%) answered the film "Titik Balik"
2. A total of 13 students (46.6%) answered "Video Profile of the Widyatama FTV Study Program"
3. A total of 5 students (17.9%) answered "Belajar Bikin Film, TV dan Media Digital di Prodi FTV Widyatama Aja"
4. A total of 5 students (17.9%) answered "Liputan Film Titik Balik"
5. A total of 1 student (3.6%) answered "Berwisata Indahnya Curug Cigorobog"



Question 5 Diagram

Conclusion

- The design of an informative, interesting and attractive profile video for the Film & Television Study Program is considered to have contributed to the achievement of the goals and objectives of the Widyatama University marketing campaign through digital media promotion and persuasion channels done by the Widyatama University marketing team for high school and vocational high school students as illustrated in the results of the questionnaire. Which was distributed to new students of the FTV Study Program in 2021. In addition, the video profile of the FTV Study Program indirectly contributed to the increase in the number of students enrolling in the Widyatama Film & Television Study Program from 22 people in 2020 to 61 people in 2021.
- Informative, interesting and attractive Film & Television Study Program Profile videos are considered to contribute to increasing the attractiveness of the promotional content of the Widyatama University marketing team both offline and online by the marketing team, as acknowledged by Aditya Yudanegara, Widyatama University marketing personnel who said that students prefer profile videos compared to presentations with sentences or texts, the profile video is very helpful, especially when circumstances do not allow for in-person or offline meetings. In addition, according to Adit, with the profile video, students can define campus facilities and the narrative that is displayed. Not only that, Adit also assessed that profile videos increase engagement on Widyatama University digital media content.

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