

DEVELOPMENT OF PROMOTIONAL SKILLS OF NIRLABA COMMUNITY IN BOGOR

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Abstract

Komunitas Hidroponik Bogor is a community of society who are active in planting activities through water media. Kelas Bogor is a community that accommodates sharing experiences that are useful to others. In practice, this community brings together people with certain knowledge or experience to share with people who need it for free or for free. This community service is in the form of content creation training in video form for promotional needs. The training activities consist of three sessions, the first session explaining that in the creation of publication content in the form of video requires special allocation, either in time or need to have a handling man. The second session, delivered how technical video content creation. What tools are used and what skills are required. The third session, the material presented is how to increase followers in social media, especially instagram.



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I. INTRODUCTION

Komunitas Hidroponik Bogor is a group of people who are active in planting activities through water media. So in this group, do not use the soil as in general to grow crops. This group since its establishment two years ago, precisely on September 3, 2015, already has a consistent group members planted using water media. Up to now, there are 20 participants who are members of the Komunitas Hidroponik Bogor.

Kelas Bogor is a community that accommodates sharing experiences that are useful to others. In practice, this community brings together people with certain knowledge or experience to share with people who need it for free.

Particularly for promotional activities of a business field, social media can also be an efficient bridge and more effectively reachable by potential customers than other promotional places, such as radio, television, print mass media and others. However, ease of sharing in the virtual world for specific needs such as to support business activities is not necessarily directly proportional. Like promotional activities for example, not all ads uploaded in social media can effectively influence audiences, it takes a number of good strategies to generate good ads to support promotional activities.

This Community service is in the form of content creation training in video form for promotional needs. To make the video content interesting, there are certainly a few things to consider, from conceptual and

technical concept issues. From the technical side, of course the image quality, the continuity of the story, the angle of shooting, lighting become important to know the video maker.

Solutions and Output

Based on the theory of functional perspective on media proposed by McQuail [1], the internet as mass media has the following functions:

Information: The Internet provides information on an ongoing basis. With the internet the public can find out about events from different parts of the world in just a few seconds after the event happened, even we can access directly through streaming video.

Correlation: The Internet helps us to understand the information we can. The Internet has an important role in the process of socialization. Information obtained from the internet is not only news of an event but also supported by opinions from the public and from some experts.

Continuity: The Internet has a function of expressing dominant cultures, introducing new cultural developments, and instilling common values in society.

Entertainment: Internet entertainment and social tension. With the Internet, people can access various sites that can ease the mind like online games, music, movies, and social networking sites like Facebook.

Mobilization: The Internet encourages economic development, employment, religion or humanitarian support in times of war. The Internet can

also mobilize the community to achieve certain goals. The existence of internet in the midst of society has provided great benefits. Through the virtual media, the community can obtain a number of conveniences in the context of communication both in the private sphere and in the public sphere. Communities can access information as well as respond to such information. The diversity of information in the virtual world allows the public to gain a broad reference to a reality.

In fast-paced times, technology is increasingly playing a huge role in human life. This is in line with the role of the Internet that seems to be the main pillar of any communication. Based on research conducted by Course Smart and Wakefield Research, 73% of respondents can not learn without technology support (Internet via computer, smartphone, etc.). Interestingly, 38% of them can not afford to focus more than 10 minutes without checking laptops, smartphones, or other gadgets (Kessler [2]).

According to the Association of Internet Service Providers Indonesia (APJII) it is known that the internet user concentration in Indonesia has increased from 88.1 million in 2014 to 132.7 million people in 2016. The behavior of internet users based on the type of content accessed is the largest social media with percentage of 97,4%, besides the main reason of accessing the biggest internet is related to work (20,8%) and fill the spare time (13,5%). The amount of social media use by the community will affect the development of society. Social media is the type of content most used internet users in filling free time (APJII [3]).

The community has the means of communication and information in social media, ie, instagram, twitter, facebook and youtube. Social media has different characteristics, so that each other requires different video packaging.

From a technical point of view, the need for instagram videos is more specific than youtube social media. Instagram generally requires a simpler video, such as its duration is only one minute, with a very low video quality. Meanwhile, youtube gives users freedom to upload videos with a wider range. Youtube users can upload very low to very high quality, depending on user requirements.

If community members understand this, the authors hope to facilitate the making of videos to help the promotion activities of both communities. Considering they are a relatively non-profit community that relies on will, this gift of understanding will be very beneficial to them [4].

An understanding of the making of this video will be delivered through video- making training for social media. this training relies solely on the infocus for the need to show how to make the video and the mobile phone of each participant to apply the making of the video.

II. METHODS

Training activities will be held in three meetings, with a duration of 120 minutes per meeting. Each meeting will be held two training sessions. The first meeting, at session one, explains the importance of video content for promotional activities and event publications. The second session will be filled by a description of good shooting techniques with mobile phone technology. At the second meeting a shooting practicum will be conducted, in this session the participants will be released to take pictures according to the theories presented at the previous meeting. In the second session, the video image that the participant has taken will be evaluated. Here will be determined which images are eligible to appear and which images are not eligible to serve [5].

The last meeting, at the first session participants will be invited to do image editing on the mobile phone each using a free software that can be downloaded on the android playstore. Selection of Android because this brand is the most commonly used community. The training scheme will be described in the following table:

Table 1 video-making training scheme

	Sesi 1	Sesi 2	Peralatan
1 st Meeting	The importance of audio visual content for promotion and publication	Shooting material using mobile phones	Infocus, laptop, room, marker and whiteboard
2 nd Meeting	Practicum of shooting using cellular telephones	Evaluate images that are eligible and non-eligible	Infocus,
3 rd Meeting	The image editing practice uses software from Android	Practice uploads content that has already passed the editing stage on social media	Wifi, Mobile Phone

Participants in this activity are members of bogor class community and hydroponic bogor community, especially board related to promotion and publication activities.

Basically this training will not have a direct impact, because the making of this video needs to be trained regularly and continuously. Like writing to be done continuously and periodically. Therefore, evaluation or control is required after the training activities.

Such control or evaluation is carried out in several techniques. First, view the content of the videos uploaded on their social media. The second technique, in the following year, or on subsequent training activities in addition to training, is also

controlled by their upload activities. For that, the authors will create a format or evaluation form, so

it can see the development of skills of participants in making video. This control will refer to two things, the first is looking at the quantity side and the second is on the quality side. Quantity side, we can see the number of videos uploaded on their social media in a certain frequency. This side will give us information about their consistency in making videos. The second side is quality, on this side, the authors will record their development of making videos from aspects of ideas, packaging, duration and creativity.

On both sides the author will quantify so that the activity of making video from the trainees can be measured. Thus, the development of their ability to make videos of them can be clearly accounted for.

For that the author's competence is very relevant in this training activity. The trainer consists of three people, first Ferdinand Ferdinand Alamsyah, who has the competence in the process of shooting and editing images according to the story line. Ferry is a lecturer in the field of broadcasting that guides students to be proficient in the field of broadcasting, such as the production process on television that is presented in the form of audio visuals either redaction or editorial.

The second trainer is Roni Jayawinangun, who has competence in the field of human resource (HR). Roni had written a book on compensation management. His expertise will be indispensable in the management of promotions in both communities. Often the field of documentation and publication in an institution is not too ignored, only a small part. So the circumstances make the documentation and publications not well maintained. To make these two communities think very well about the importance of the world of publication, Roni's competence will solidify the concept of HR placement as effectively and efficiently as possible so that documentation management with publication works well with minimal financing.

The last coach is Dini Valdiani, who has competencies in the field of social media management. his expertise will help a lot to provide input related strategies in increasing followers or follower in social media, such as instagram, twitter and others. Currently, Dini is active in a number of social media, such as twitter, path, isntagram and others. His followers have now reached 6500 more, therefore, his competence is indispensable to enhance the liveliness of both communities in social media.

Table 2 Expertise in PKM Activities

No.	Team	Task
1.	Feri Ferdinan Alamsyah	<ol style="list-style-type: none"> 1. Describe the technical shooting process 2. Describe the technical image editing 3. Describe the technical image packaging according to the needs or specifications in accordance with social media purposes

2.	Roni Jayawinangun	<ol style="list-style-type: none"> 1. Explain the importance of providing human resources for the field of documentation and publication 2. Explain the effectiveness of human resources performance in the field of documentation and publication 3. Explain the workload that is the responsibility of human resources in the field of documentation and publication
3.	Dini Valdiani	<ol style="list-style-type: none"> 1. Explain the content upload strategy in social media for the needs of multiplying followers 2. Describe the right time to upload content on social media 3. Describe good content to upload in social media 4. Explain the ideal frequency of uploading in social media

III. RESULTS AND DISCUSSION

Based on survey results, training materials refer to three competencies, the first is the distribution of a workload or officer responsible for the creation of video content. These workloads need to be submitted so that video content creation is not considered to be a "casual" job or perfunctory. The work of making this short video, though simple but must be given a special portion for achievement targets. Whether the portion of the process requires a certain time allocation or even requires one person who is specialized in this task. Mentor who will provide this material is Roni Jayawinangun, M.Si. Therefore, the needs of this campaign need to allocate special workers and time allocation.

The second piece of material delivered by Ferdinand Ferdinand A., M.I.Kom., Talks about technical matters, from preparing to make a video to successfully upload in social media. Training materials in this aspect discuss the knowledge of good shots, what equipment to use, and how long to work the video content from start to finish.

At the technical level, publication of the content in the form of video requires good handling as well. Requires people who have adequate competence and time allocation. The creation of this video content goes through a number of stages that partners need to pay close attention to. The first stage is planning, in this stage need to explain what content will be produced. Then please also note in the production, what equipment is needed? In addition, it should be taken into account also whether when shooting must ask permission first, budget how? Etc. This stage is the most important

stage, because it will determine the success of the next stages, namely the production stage and post production stage.

The next stage is production, at this stage the video creator applies what is planned in the

preproduction stage. The production stage, means the stage of shooting, or it is time to document the ongoing activities.

The last stage is the post-production stage, this stage involves editing work, where the drawings that have been taken during the production phase are then edited as needed in a systematic manner so as to provide a certain story. The production stages for video content creation are generally done as described above. The many stages are done because usually the creation of video content requires a large cost, so it must be supported by excellent planning. A little out of the plan can cause losses that are not small.

The third material presented by Dini Valdiani, M.Si., discusses how to optimize social media into a publication medium. For non-profit organizations, optimizing social media as a means of publication is important. This is done so that their activities can be accepted by society and get good support. If the support is good then it will affect both the institution itself.

Tips on using social media that is, things/photos that are personal better in privacy, not blasphemous or insulting others, should upload normal content-normal course. Then, it does not upload content too often, so people do not feel bored seeing our instagram. We recommend uploading content 2 times at any time to show that we are still active on instagram. Do not produce and re-upload other people's content, let alone what's not clear. If re-uploading people's content from another account, always try to include sources.

There are several ways to add followers in addition to the above, that is, by buying, this is a fast way but too visible to people and usually gives a bad impression to followers who are really followers. Next is always to enable syncing all accounts on social media. sync means, connecting on various social media like twitter, facebook and others. Do follow and unfollow accounts that followers are many, creative in uploading content, in addition to creative, make sure the frequency of uploading regularly. Next make friends with accounts that have a lot of followers, with friends, usually we are advertised in instagramnya account. To add followers, we can come to famous events, for example you follow the show win in various nominations, use tag instagram (hastag) instagram that match the content. Can also raise a follower by paid, by promoting an account using a credit card.

Upload good content and increase endorsement in sales. Take the theme because feel the success/profit of this business. Learning from the promotion, must have a budget or budget funds promotion. Why do I take the intagram, because the current instagram is often visited, and learn from the campaign because it uses credit cards and make sure your sales have a characteristic.

The necessity of managing those related to the frequency of day and time. Should pay attention to copywirting as it concerns someone's copyright, endorsement is very necessary to promote the products we sell and the analysis of followers how many people who see us, give us like and follow us, for promotion of many facilities for free from the price of Rp. 15 thousand to Rp 17 thousand we already have the advantage of good facilities.

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