Development of School Profile Video at SMP Nusantara Kendari

Samsul Saliha[1), Zila Razilu[1), Hendra Nelva Saputra[1)*

[1]Information Technology Education Study Program, Universitas Muhammadiyah Kendari, Kendari, Indonesia.

Abstract

The development of school profile videos is becoming an increasingly essential aspect of technology. Making a school profile video is an effort to convey information about educational institutions, including academic programmes, facilities, and student life in an attractive visual form. The purpose of this research is to create a video profile of SMP Nusantara Kendari. The research method used is the Villamil-Molina method. The stages in the Villamil-Molina method are divided into five parts, namely development, preproduction, production, post production, and delivery. SMP Nusantara Kendari profile video The school profile video has been developed according to the Villamil-Molina method and produced a video with a duration of 3 minutes 14 seconds. This school profile video consists of information on facilities and infrastructure, number of teachers, learning activities and school excellence. The results of the media expert test obtained an average percentage value of 78.33% which can be interpreted that the school profile video developed is feasible and meets the media assessment indicators that focus on the integration of text and images, video shooting quality, video presentation, and video editing techniques.

Keywords: *development; school profile; video.*

INTRODUCTION

Education is a fundamental element in the progress of a country. Educational institutions, especially schools, play a key role in shaping the younger generation with skills, extensive knowledge, and the potential to become future leaders. In this continuously advancing digital era, the utilization of technology as a supporting tool for education is increasingly becoming a primary focus. The development of school profile videos is one aspect of technology that is becoming essential (Zulkarnain & Kurniawan, 2018; Rohmatin & Wisanti, 2023).

Creating a school profile video is an effort to convey information about the educational institution, including academic programs, facilities, student life, and school achievements, in an attractive visual form (Desrianti et al., 2023; Anas et al., 2023). These videos become effective tools to introduce the school to various parties, including prospective students, parents, accreditation agencies, alumni, and the local community. The presence of a profile video allows the school to comprehensively explain the elements that make them unique, high-quality, and relevant in the constantly changing context of the educational world.

Based on observations, it was found that SMP Nusantara Kendari does not yet have a school profile video. SMP Nusantara Kendari, as one of the schools currently accredited B, has a very small number of students, totaling 39 students from 3 levels of study groups. Another finding is that when assessors came to the school, they suggested the creation of a school profile video so that information about the school could be easily found through online media, and the video could also be used as a promotional tool for the school. This observation reinforces the need for the school to have a profile video.

A profile video serves as a promotional tool aimed at informing the public about the school's condition (Utomo, 2020). A school profile video can provide insights to prospective students, making them interested and confident in deciding to enroll in the institution (Ismatulloh et al., 2023). The use of profile videos as promotional media will influence the community who view the video (Martono et al., 2018). The information that can be presented through a profile video includes the school's vision and mission, facilities, teacher activities, student activities, and more (Neneng et al., 2022).

Developing a school profile video is very important because it provides various benefits in promoting and conveying information about the school (Hidayat et al., 2016). Profile videos offer the opportunity to present an attractive visual depiction of the school environment, facilities, student activities, and the learning atmosphere (Anggriawan et al., 2023). This visualization is more effective than text or static images in attracting attention and generating interest from prospective students and parents. Videos allow the school to deliver messages in a stronger and more profound way (Rosadi et al., 2023). Sound, movement, and visuals can create a more convincing experience and provide a more complete picture of school life. Profile videos are not only aimed at prospective students but also at parents, accreditation agencies, alumni, and the local community. It provides an opportunity to build relationships with various school stakeholders.

Creating a school profile video is not just about following a trend but is an urgent need in an increasingly competitive and technology-dominated educational environment. Understanding in-depth how a profile video can significantly impact the school's accreditation and image will make educational institutions want to improve the quality and standards of the school through the effective use of promotional media. The goal of this research is to create a profile video for SMP Nusantara Kendari.

METHODS

The stages in the Villamil-Molina method are divided into five parts: development, preproduction, production, post-production, and delivery. The Villamil-Molina development procedure is presented in Figure 1 below;
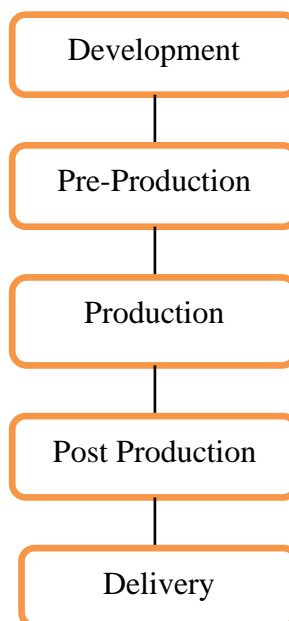

Figure 1. Villamil-Molina Development Procedure

The first stage, development, involves determining ideas, development objectives, and target goals. This stage is based on the idea that the school should have a profile video as a promotional medium that can be easily accessed on various social media platforms. This profile video will also significantly facilitate the school in the event of a visit from the accreditation team, as the school can easily showcase its profile. Based on these ideas and objectives, it is necessary to identify the target school. After identification, SMP Nusantara Kendari was selected for the creation of the profile video.

The second stage is Pre-Production, which is the planning stage before production activities, including designing the storyboard, preparing supporting hardware and software, creating a schedule of activities, coordinating with the school regarding the production of the profile video, and preparing the product specification plan. The third stage is Production, which involves recording the video, selecting background music, video editing, and rendering.

The fourth stage is Post-Production, which involves analyzing the profile video that has been created by three media experts. The media experts are lecturers with competencies in educational media who can evaluate the developed profile video based on indicators focusing on the integration of text and images, video quality, presentation, and editing techniques. Information experts are selected from school staff who understand the overall information presented in the profile video.

The fifth stage is Delivery, which involves packaging the product in the form of an MP4 video with a duration of 3 minutes and 14 seconds, stored on Google Drive. This profile video is handed over to the school for publication through various social media platforms such as YouTube, Facebook, and Instagram, making the profile video easily accessible to the public.

RESULT AND DISCUSSION

The school profile video consists of information about the facilities, number of teachers, learning activities, and the school's strengths. Some important information that can be outlined includes the school's facilities, which consist of the vice principal's office, teachers' room, and library. The school has 12 teachers, 4 of whom are civil servants. The school's strengths include: (1) being accredited with a B rating, and (2) utilizing two curricula, namely the 2013 curriculum and the Merdeka curriculum. Below is an example of the facilities presented in the developed school profile video:

Figure 2. Example of School Facilities Featured in the Video

The developed profile video was tested by media experts who evaluated the integration of text and images, video quality, presentation, and editing techniques. Three media experts were used for this evaluation. The test results are presented in Figure 4 below:
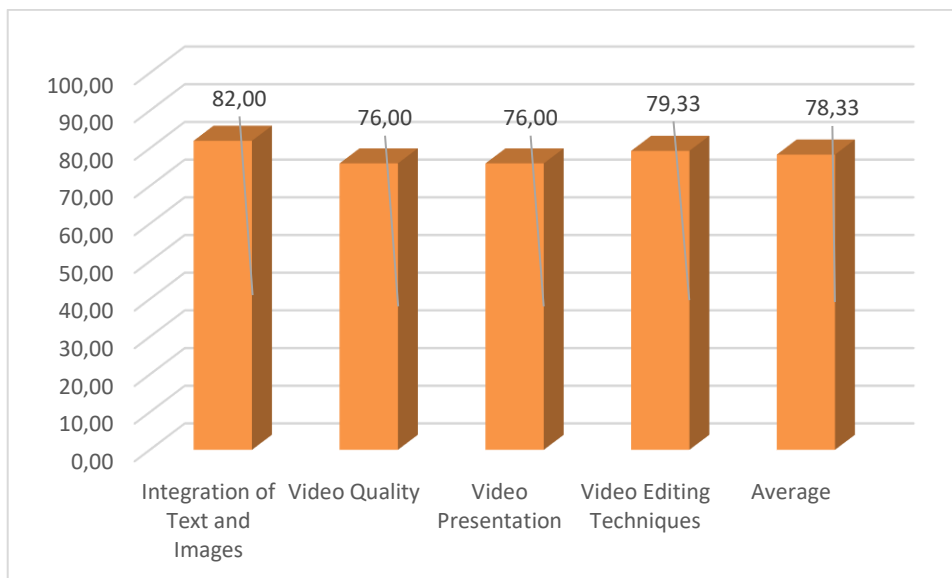
Figure 3. Percentage of Media Expert Test Results on the School Profile Video

Based on the results of the media expert test, the average percentage is 78.33%, which can be interpreted to mean that the developed school profile video is feasible and meets the media evaluation indicators focusing on the integration of text and images, video quality, presentation, and editing techniques. The research results indicate that the indicator of text and image integration is the most dominant. This shows that the presentation of text and images is appropriate and integrated because it is presented with different levels of contrast, making the information easily and clearly readable. The style and design of the text, including font size, color, writing style, and visual aesthetics, have been used consistently.

However, when examined in more detail according to the existing indicators, the findings of this study indicate that the quality of video shooting and video presentation has the lowest percentage. Based on the suggestions from media experts, it was found that the resolution, lighting, and stability of the video need to be improved, as some video frames appear blurry. This will affect the attractiveness of the profile video for viewers. As explained by Farida et al. (2022), a video will be interesting if it presents information clearly and attractively, so it is not boring. The sound quality of the video, particularly in the frame when the principal is speaking, has some cut-off words that obscure the meaning. Videos can present interesting and reliable data, facilitate data interpretation, and condense information while using background sound/music to make the video appealing (Dwipangestu et al., 2018; Rahmad et al., 2018).

The presence of a school profile video allows the public to know about the developments at the school (Maryati & Purnama, 2013). Other findings are conveyed by Martono et al. (2018) that a school profile video can be a promotional tool for the school that can be easily spread through social media networks. According to Wicaksono et al. (2022), creating a school profile video can be used as a school marketing medium because it can be displayed on various channels to serve as digital marketing material according to the school's vision. The development of a school profile video changes the way school promotion is done, from conventional methods like verbal information dissemination, which limits the scope of the population receiving the information, to a modern approach that can reach anyone through profile videos shared on social media (Astuti, 2014).

CONCLUSION

The school profile video for SMP Nusantara Kendari has been developed according to the Villamil-Molina method, resulting in a 3 minute 14 second video. This profile video includes information about the school's facilities, number of teachers, learning activities, and the school's strengths. The media expert evaluation resulted in an average percentage score of 78.33%, which indicates that the developed school profile video is feasible and meets the media evaluation indicators focusing on the integration of text and images, video quality, presentation, and editing techniques. A recommendation is that, as the school continues to grow, the profile video should be updated annually, prioritizing the latest information available at the school.

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