



Video Development Of School Profiles As Promotional Media To Promote Increased Accreditation

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Abstract

The development of school video profiles is not just a trend, but an urgent need in an increasingly competitive and technology-based world of education. The purpose of this research is to create a video profile of one of the PAUD Muhammadiyah schools in Kendari City. The Villamil-Molina method is divided into five phases: development, preproduction, production, post production, and delivery. The video profile developed by the school has been qualified to be a school promotion medium with results as a 2 minute 45 second video in MP4 format and has been saved on google drive. Based on the information expert test, an average score of 88.33% can be interpreted as indicating that the information presented in this profile video is already in line with the conditions of the school. The information shown in this video is the school vision, school mission, school facilities, and the number of teachers and educators. The media expert test results obtained an average percentage score of 85.75% that can be interpreted that the video of the school profile developed is well qualified and meets media evaluation indicators that focus on text and image synthesis, video quality, video presentation, and video editing techniques.

Keywords: *profile video; promotional media; school.*

INTRODUCTION

Education is a fundamental aspect of a nation's development. Schools, as institutions of education, have a crucial role to play in shaping a young generation of competent, visionary, and potentially future leaders. In the growing digital age, the use of technology as a tool for supporting education is getting more and more attention. One of the increasingly important aspects of technology is the development of video profiles of schools.

The development of a school profile video is an attempt to communicate information about the school, including academic programmes, facilities, student life, and school achievements, in an interesting visual format. This video is an effective means of introducing the school to a wide range of stakeholders, including prospective students, parents, accreditation agencies, alumni, and the local community. Through video profiles, schools have an opportunity to explain comprehensively what makes them unique, qualified, and relevant in the ever-changing world of education.

According to (Utomo, 2020) video profiles can be one of the media promotions with the aim of introducing the public about the school condition. The video profile of the school can provide an overview to potential students, so that they are interested and confident to enroll in the school (Ismatulloh et al., 2023). (Martono et al., 2018). School information that can be presented through the video profile is vision and mission, means and objects, teacher activities, student activities, and so on. (Neneng et al., 2022).

On the basis of observations found information that one of the PAUD Muhammadiyah schools in Kendari City does not have a video profile of the school. This creates a new space

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for research so it can help the school in providing video-based school profiles that can be accessed online. Therefore, in this scientific article we will explain in detail why the development of school video profiles has become an important strategy in support of improved school accreditation. We will look at the positive impact of the use of video profile in communicating the vision and mission of the school, improving the school image, and increasing the attractiveness of prospective students. In addition, we will also discuss the factors that need to be considered in developing effective video profiles, as well as the benefits that schools can get through the use of this technology.

The development of school video profiles is not just a trend, but an urgent need in an increasingly competitive and technology-based world of education. Through an in-depth understanding of how video profiles can affect school accreditation and image, we hope this article can be a useful guide for schools that want to improve the quality of their education through the use of these effective promotional media. The purpose of this research is to create a video profile of one of the PAUD Muhammadiyah schools in Kendari City.

METHODS

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

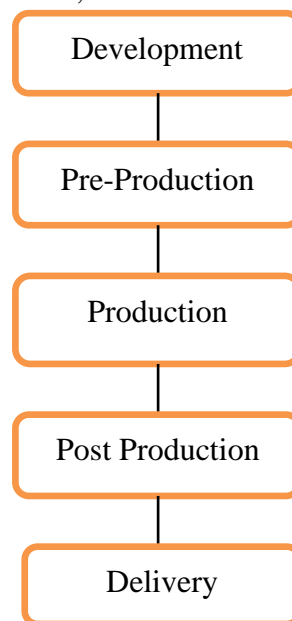


Figure 1. Villamil-Molina Development Procedure

The first phase is development, which is the phase of defining the idea, the goal of development and the goal to be achieved. This phase is based on the idea that schools have video profiles as promotional media that can be easily accessed on various social media. This profile video will also make it very easy for the school when the accreditation team arrives, because the school can easily show associated school profiles. Based on the idea and purpose, it is necessary to identify the target school. Once the identification is done, one of the Aisyiyah PAUDs in Kendari City will be selected to create a video of his profile.

The second phase is Pre-Production, which is the planning phase before performing production activities, including designing storyboards, preparing supporting hardware and software, creating activity schedules, coordinating with school related video profiling and

preparing product specification plans. The third stage is Production, which is the stage of video recording, determining backgrounds, video editing, and rendering.

The fourth stage is Post Production. It is the activity of analyzing video profiles that have been made through three media experts and three information experts. A media expert is a lecturer who has competence in the field of learning media so that he can give an assessment of video profiles developed with evaluation indicators focusing on text and image synergy, video quality, video presentation, and video editing techniques. The information expert is chosen from the school parties who understand about the overall information available in the school presented on this video profile.

The fifth phase is the Delivery phase, which is to carry out the process of packaging the product as an MP4 video with a duration of 2 minutes and 45 seconds that has been stored on the google drive. This profile video was submitted to the school to publish the product through various social media such as youtube, facebook, and instagram so that the profile video will be easily accessible by the public.

RESULTS AND DISCUSSION

The video profile of this school consists of vision information, mission, means and objectives, the number of education and education personnel, as well as learning activities. In order to confirm the authenticity of the information of the school, after this video profile is completed, an information expert test is carried out to the school of 3 people. As to the results of the test is presented in Figure 2 below:

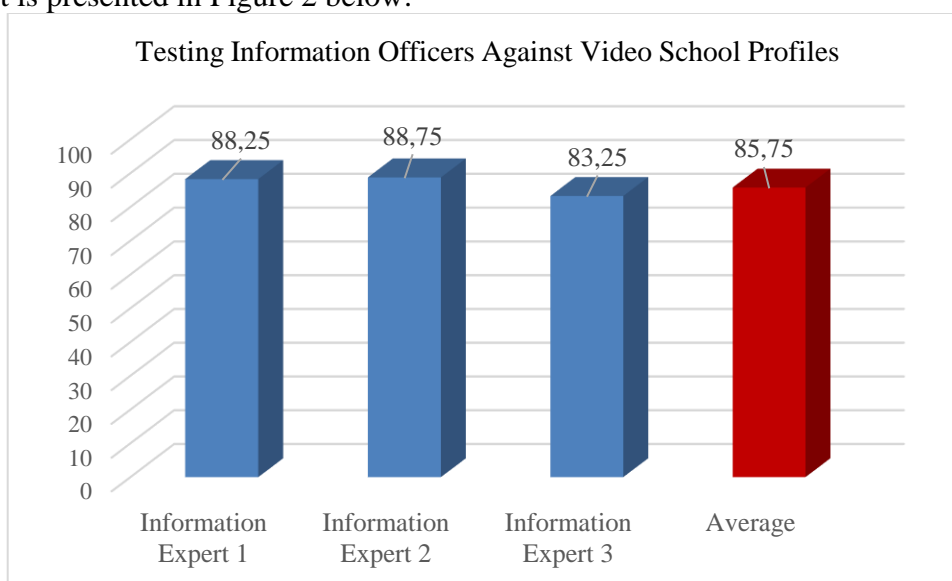


Figure 2: Results of the Information Expert Test on School Profile Videos

When referring to Figure 2 above, it is known that the average rating of the information expert is 88.33% that can be interpreted that the information presented in this profile video is already in line with the conditions at school. A number of important information that can be described is the vision of the school: the realization of a generations of charitable, qualified, and cultural. The mission of the school is to: (1) instill the values of faith in God and noble morals; (2) familiarize the pupils with worship according to Muhammadiyah targets; (3) develop the potential of pupils according to their interests; (4) instill an attitude of self-reliance according to the character of the students; and (5) preserve and introduce the culture of the region to the students. The school's sarana and prasarana are the headroom, teacher's room, classroom, indoor playground, and outdoor playground. This school has four teachers

and one administrator. Here are examples of facilities presented in the video profile of the school developed;



Figure 3. Examples of School Facilities in the Video

The test continues on media experts who will evaluate the indicators of text and image synthesis, video quality, video presentation, and video editing techniques. Media experts employed as many as 3 people with competence expertise in the field of learning technology. The test results are presented in Figure 4 below:

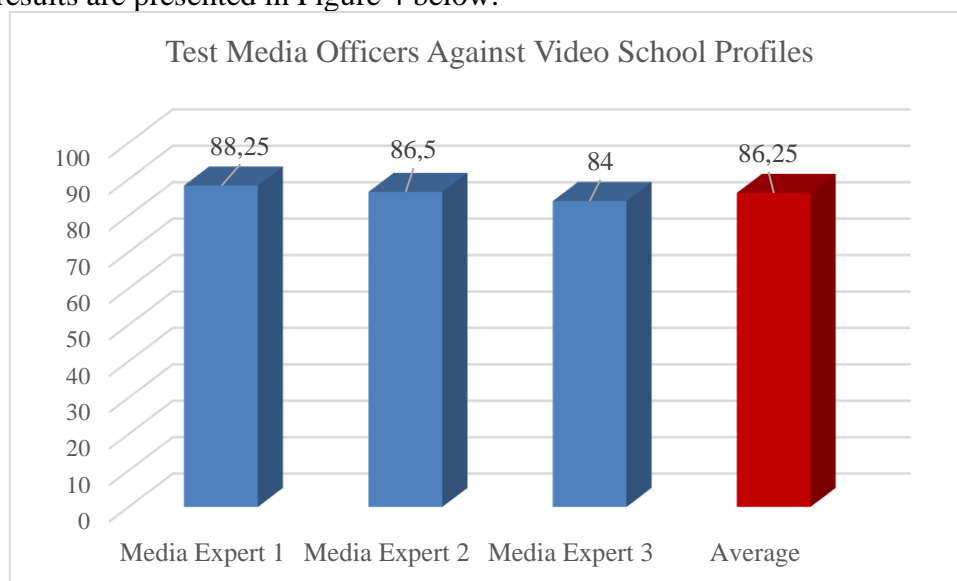


Figure 4. Media Test Results Against School Profile Video

Video school profiles can provide a better introduction to the school to relevant parties, including students, parents, school committees, and accreditation assessors (Hidayat et al., 2016). In video, schools can highlight facilities, educational programmes, extracurricular activities, student achievements, and school culture in a more comprehensive way than just using text or images. (Busyaeri et al., 2016; Yudianto, 2017). Thus, video school profiles can easily communicate the values, objectives, and excellence of the school to stakeholders in an interesting and understandable way. Well-made video profiles can help strengthen the image of the school in the eyes of the public, including prospective students and parents. A positive image of the school can affect the accreditation evaluator's perception of the overall school quality. (Puspita, 2021; Annashri & Putra, 2021).

When referring to the average results of the test, the media expert has a percentage of 85.75% that can be interpreted as being that the video of the school profile developed is well-qualified and meets the media assessment indicators that focus on text-picture compatibility,

video quality, video presentation, and video editing techniques. The presentation of the text and image has been matched and compatible because it is presented with different levels of contrast so that the information given can be read easily and clearly. The video has also been presented in good quality so that no blurry video is found in this profile video. As an explanation (Farida et al., 2022) that the video can present information clearly and interestingly so it is not boring. The use of voice/music (background) makes video interesting (Rahmad et al., 2018). Videos can present interesting and reliable data, facilitate data interpretation, and compress information. (Dwipangestu et al., 2018).

The presence of the video profile of the school can make the public aware of the developments in the school (Maryati & Purnama, 2013). Another finding was presented (Martono et al., 2018) that school profile video can be a school promotion media that can be easily disseminated through social media networks. According to (Wicaksono and al., 2022) the creation of video profile can be used as a school marketing media because it can be displayed in a variety of channels so that it can serve as digital marketing material in accordance with the school's vision. The development of school video profiles has led to a change in the way school promotion was previously conducted with conventional such as oral dissemination of information, thus resulting in the limited scope of the population receiving information becoming modern and can reach anyone through the video profile disseminated on social media. (Astuti, 2014).

CONCLUSION

The video profile developed by the school has been qualified to be a school promotion medium with results as a 2 minute 45 second video in MP4 format and has been saved on google drive. Based on the information expert test results, an average score of 88.33% was obtained that the information presented in this profile video was already in line with the conditions of the school. The information shown in this video is the school vision, school mission, school facilities, and the number of teachers and educators. The media expert test resulted in an average percentage value of 85.75% which is interpretable that the video developed by the school profile is well-suited and meets media evaluation indicators that focus on text and image synthesis, video quality, video presentation, and video editing techniques. The advice that can be given is in the context of the continuous development of the school, so it is best to make a video profile once a year with priority on the latest information available at the school.

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