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## USE OF MARKETING ANIMATION VIDEO MEDIA TO INCREASE ONLINE SALES KNOWLEDGE OF PKBM LEARNING CITIZENS

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**Abstract:** Community economic empowerment includes strengthening aspects of production, distribution, and product sales involving various aspects of both the community and sales policies. Entrepreneurship not only creates jobs but also contributes to economic growth and independence of local communities such as the PKBM Maritim Labuan program on online sales via WhatsApp, Facebook, and Instagram. The use of animated marketing videos aims to improve online sales knowledge of PKBM Maritim Labuan students This study aims to improve online sales knowledge of PKBM Maritim Labuan students through the use of animated marketing video media. This research approach uses a quantitative method. The location of this research is at PKBM Maritim Labuan in Kp. Makui, Kalanganyar Village, Labuan District, Pandeglang Regency, Banten Province. The time used by researchers for this research was carried out from November 2023 to June 2024. The results of the study showed that the use of animated marketing video media can improve online sales knowledge of PKBM Maritim Labuan students based on an assessment of feasibility, practicality, and effectiveness. The use of virtual promotional media on a product's social media should consider a platform that is suitable and appropriate for consumers or prospective buyers. In addition, online marketing and sales should be observant in seeing and reading every opportunity that exists in meeting customer needs. This online sales knowledge is expected to increase sales by creating an entrepreneurial network using social media.

**Keywords:** Online Sales Knowledge, Marketing Animation, Video Media

### INTRODUCTION

The President of Indonesia stated his goal to build an adaptive, productive, innovative, and competitive Indonesia This country is one of the strongest countries in the world, and highlighted this as the key to a more prosperous future while developing human resources.

The non-formal vocational training system consists of more than 4,000 institutions under the supervision of the Ministry of Education and Culture and the Ministry of Manpower, as well as several

ministries (MoU Five Ministries 2016). However, many of those who complete secondary education do not have the skills needed in market jobs and end up in low-paying jobs.

Low skills reflect poor basic education and poor alignment between the curriculum of educational institutions and the workforce of market needs. Many students do not achieve minimum mastery in reading and math, and, when they pursue higher education as well as technical and vocational education and training, the curriculum taught tends to be out of alignment with current

market needs and expectations for Industry 4.0.

Non-formal education refers to education that occurs outside the formal school system. Non-formal education is often used interchangeably with terms such as community education, adult education, lifelong education, and second-chance education. This refers to a wide range of educational initiatives in the community, ranging from home-based learning to government schemes and community initiatives. This includes accredited courses run by established institutions as well as institutions that operate locally with little funding.

Non-formal education reinforces marginalization and stigmatization so that if possible, non-formal education should not be offered as the only educational option for school dropouts. Although non-formal education is often considered the second best option after formal education, keep in mind that non-formal education can provide an education on par with formal compared to that available in formal schools. Non-formal education can be a preparatory education, a complement or an excellent alternative (if needed) to formal school for all children.

Article 50 concerning Education Management paragraph (3) The Government and/or Regional Governments shall organize at least one educational unit at all levels of education to be developed into an educational unit of international standard. Non-formal education units according to the National Education System Law No. 20 of 2003 part 5 article 26 consist of course institutions, training institutions, study groups, PKBM, and the Taklim Council and similar educational units. The organization of courses and training institutions for community members who need provisions to develop themselves, work for a living, and/or continue to a higher level or level of education.

The Center for Community Learning Activities (PKBM) is a community institution engaged in developing community potential

and empowering the community. PKBM, which is part of a non-formal education unit, emphasizes the andragogi learning process. PKBM in the era of globalization becomes a vulnerable point in educational competition if no innovations are developed.

PKBM must be more observant and smart to see opportunities in facing global challenges so that it can continue to exist in educational development. PKBM based on local resources by utilizing natural potential can develop in accordance with the demands of the times. PKBM currently has a good position in carrying out social movements because PKBM has become a non-formal education unit. The advantage is that PKBM has the right and authority to manage its institution according to needs. The formation of PKBM is in line with the concept of empowerment with out-of-school education that utilizes local resources. PKBM must be able to see opportunities from the private sector in the sustainability of the institution. In addition, PKBM must have a business unit as a fund support in carrying out PKBM programs. PKBM which functions as a forum in accommodating all community learning activities (Diana and Lilik, 2016).

PKBM Maritim Labuan District is a non-formal educational institution located in Pandeglang district, precisely located in Kp. Makui, Kalanganyar Village, Labuan District, Pandeglang Regency, Banten Province and was established in 2004. This PKBM offers various programs, one of which is the pastry entrepreneurship program.

PKBM is one of the non-formal institutions that organizes life skills, equality, and literacy programs. PKBM Maritime conducts a pastry program that is included in the life skill program. The life skills program as part of education aims to improve life competencies for residents to learn. The program is open to everyone who wants to learn, and there are no restrictions on age, gender, or number of participants. This program provides the knowledge, skills, and attitudes necessary for self-development, professional advancement, job opportunities,

independence in entrepreneurship, or heading to a higher level of education.

One of the promising business opportunities is pastries. Pastry making has a number of advantages, such as being able to be run on the side with a permanent job, being able to be run from home or your own residence and having a potential market. In addition, these cookies can be done as an additional or main job.

In the era of globalization and increasingly fierce economic competition, entrepreneurial skills are very important for citizens to learn. Entrepreneurship not only provides opportunities to create jobs for yourself, but also contributes to local economic growth and community independence. Therefore, the Labuan District Maritime PKBM needs to develop programs that can increase online sales of entrepreneurial learning residents.

In addition to the need to master digital life skills that everyone must have in order to live in the media age, develop skills that will later be able to compete globally and live in the industrial revolution 4.0. The Labuan Sub-district Maritime PKBM is a PKBM that implements community empowerment programs, one of which is pastries.

Problems faced by the Labuan District Maritime PKBM. First, the tutor teaches not according to his expertise. Second, the facilities in organizing life skills are inadequate. Third, the learning motivation of residents is low. Fourth, the production of pastries that are still limited in sales only use conventional and Whatsapp status. Residents of Learning who participate in the pastry program do not have the ability to sell their products through proper social media. The production of the results of the pastry program is not optimal. Fifth, the lack of variety in pastry production. Starting from the background and identification of the above problems, the formulation of this research problem is How is the feasibility of marketing animation video media to increase online sales knowledge in residents studying at PKBM Maritim Labuan district?; What is the

practicality of marketing tutorial media to improve the online sales skills of residents studying at PKBM Maritim Labuan District?; How effective is the marketing animation video media to increase online sales knowledge in residents studying at PKBM Maritim in Labuan sub-district?

Based on the expert definition above, marketing is an activity carried out by entrepreneurs to maintain their survival, develop and make profits. Marketing activities are not only selling products, but must consider consumers in sync using their needs, namely satisfaction. Using this, customer satisfaction as a priority is useful for increasing sales.

The problems faced by the Labuan Sub-district Maritime PKBM in promoting in the marketplace have not used social media effectively. In the first stage, the team provided several materials about social media related to product marketing. Social media is one of the effective marketing tools today because most people have used various kinds of social media. Some examples of widely used social media are Facebook, Instagram, and Tiktok. Each of these social media has its own characteristics and advantages and disadvantages.

The solution offered to the Labuan District Maritime PKBM in the implementation of pastry marketing to overcome problems related to product marketing, namely the development of marketing social media, especially the promotional component.

The survey was carried out while carrying out activities. The survey was carried out at the Labuan District Maritime PKBM. The results of the initial observations are used as a reference in providing the basis for the development of appropriate marketing tutorials and as a reference for actions to be taken.

Development is carried out using tutorial and visualization methods. The material provided includes effective marketing, online promotion strategies, and how to create social media content that is

attractive and arouses consumer buying interest. In the training conducted by the researchers, partners participate in the provision of places and participants in online marketing media training. In addition, the Labuan Sub-district Maritime PKBM provided an evaluation of the implementation of the training as input for researchers.

Every business must want to achieve success in marketing, so that marketing targets are achieved. Likewise in social media marketing. There are various types of social media that can be used for promotion. To get optimal results, some businesses use more than one social media. This is certainly very difficult to manage all. Don't let customer interaction be neglected, because you are busy taking care of one social media

Social media has become the top choice of businesses as a marketing medium because of its wide reach. It is also supported by several social media platforms that provide features to market products. Social media marketing is a marketing strategy by utilizing social media platforms. Marketing through social media is considered effective compared to other methods. The reason is that businesses and customers can directly interact to solve customer requests.

A big number for businesses to develop the market. Moreover, social media marketing is not limited to geography. This means that businesses that do social media marketing, their audience or target market are not limited to a specific location. In addition to these points, there are still business benefits of implementing social media marketing, including:

- a. Promotions can be done regularly or continuously, either paid or free.
- b. Build brand credibility with more business interactions with customers.
- c. Bring in more leads or leads in an easier way.
- d. Increase sales conversions and business revenue.
- e. Economical or cheaper than

conventional promotions

- f. Establish better relationships with customers.

Along with digital development, many social media platforms are offered. However, not all social media has enough engagement as a marketing medium. Here are some popular social media platforms that businesses use for marketing are Instagram. Instagram users in recent years have been increasing. Realizing that its platform is in demand for promotional media, Instagram launched supporting features such as instagram shopping, ads, Live, Reels, instastory and many more. These Instagram features can be used by businesses to attract more leads and establish close relationships with customers.

According to Kotler (2009; 101) a marketing mix is a set of marketing tools that a company uses to continuously achieve its marketing goals with the target market.

Another opinion is that adjustments to the marketing mix are adjusting the elements of the marketing mix for each target market. The variables in this marketing mix can be used effectively if they are arranged according to the circumstances and situations that are being experienced in a company. Here are some factors that marketing managers can use to influence consumer purchases:

#### Product

Products are goods and services offered by companies (Kotler, et al., 2015) in the business world, product strategies that need to be developed, including (Sintoyo, 2015): good product quality, good product design, new products can be added if needed, current products can be reduced if needed and new uses are always sought, appropriate packaging, products are labeled appropriately.

From the above understanding, a product is everything that can be offered by a producer to be considered, requested, sought, bought, used, or consumed by the market as a fulfillment of market needs or

desires, whether in the form of goods or services.

#### Price

Price is a sum of money that must be spent by consumers to get a product (Kotler, et al., 2015). Thus the price depends on the company's policy, but of course by taking into account various things.

According to Chandra (2002) prices can also be measured, including: Prices of competitors' products; Discounts (discounts); Variety of payment systems

#### Place

Distribution channels include the activities of companies that make products available to target consumers (Kotler, et al., 2015). Meanwhile, according to Sutojo (2009; 11) Distribution is an effort/effort so that a product can be available in places that make it easier for consumers to buy it whenever consumers need it.

#### Promotion

Promotion is the activity of communicating information from sellers to consumers or other parties in the sales channel to influence attitudes and behaviors and to influence them to buy the goods or services.

#### Browse

According to Nirwana (2004; 48) People are people who have a role in providing or showing the services provided to consumers during the purchase of goods. According to Ratih (2005; 62) that people are all actors who play a role in the presentation of services or products so that they can influence purchases. The elements of people are company employees, consumers and other consumers in the service environment.

#### Process

According to Philip Kothle (2006), the process includes how the company serves the needs of each of its consumers. Starting from the consumer ordering until they finally get what they want. In the marketing process, which is the entire system that takes place in

the implementation and determines the quality of the smooth implementation of services that can provide satisfaction to its users.

#### Physical Evidence

According to Nirwana (2004; 47) Supporting facilities are part of the marketing of services that have a fairly important role. Because the services delivered to customers often require supporting facilities in delivery. Because with the existence of physical support facilities, the service will be understood by customers.

Marketers in creating quality services need to pay attention to the following elements of physical services: "Infrastructure related to customer service must also be considered by company management.

Entrepreneurship comes from the word entrepreneurship. In Indonesian, entrepreneurship is a combination of wira which means gallant, brave, mighty, and business which means business. The definition of entrepreneurship is the science or concept of being someone who is brave in building a business. Entrepreneurship is the ability and readiness to develop, regulate and run a business entity along with all its uncertainties to obtain profits. Entrepreneurship is the act of being an entrepreneur, or the owner of a business company that with risks and initiatives seeks to make a profit.

The term entrepreneurship is the equivalent of entrepreneurship in English. The word entrepreneurship itself actually comes from the French language, namely *entreprende* which means adventurer, creator, and business manager. This term was first introduced by Rihard Cantillon (1755). This term became more popular after being used by economist J.B. Say (1803) to describe entrepreneurs who are able to move economic resources from a low level of productivity to a higher level and earn more.

There is not a little understanding of entrepreneurship that is currently emerging along with economic development with the

expansion of fields and work. Here are some definitions of entrepreneurship according to experts, including:

According to Kasmir, in Harmaizar (2009: 12) entrepreneurs are people who have the courage to take risks to open a business on various occasions. Entrepreneurs are the main actors in economic development with their function as actors of innovation or creators of new creations.

According to Arif F. Hadipranata, entrepreneurs are risk-takers who are needed to regulate and manage businesses and receive financial or non-monetary benefits.

Meanwhile, the definition of entrepreneurship is as follows. According to Hisrich-Peters in Alma, (2011: 32) "entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, personal satisfaction and independence". This means that entrepreneurship is the process of creating something else by using time and activities accompanied by capital and risk as well as receiving rewards and satisfaction as well as personal freedom.

According to Peter F Drucker (1996: 93) entrepreneurship is the ability to create something new and different.

According to Thomas W Zimmerer (2005:3) Entrepreneurship is the application of creativity and innovation to solve problems and efforts to take advantage of the opportunities that people face every day.

In the attachment to the Decree of the Minister of Cooperatives and Small Business Development Number 961/KEP/M/XI/1995, it is stated that: An entrepreneur is a person who has an entrepreneurial spirit, attitude, behavior and ability. Entrepreneurship is a person's enthusiasm, attitude, behavior and ability to handle a business or activity that leads to efforts to find, create and apply new ways of working, technology and products by increasing efficiency in order to provide

better service and/or obtain greater profits.

Based on the explanation of the definitions above, entrepreneurship refers to people who carry out their own business or activities with all the abilities they have. Meanwhile, entrepreneurship refers to the mental attitude that an entrepreneur has in carrying out his business or activities.

According to Eddy Soeryanto Soegoto (2014: 26) entrepreneurs are people who can be categorized as entrepreneurs (modern economic theory). Entrepreneurship is seen from the resources that exist in it, which is someone who brings resources in the form of labor, materials, and other assets in a combination that adds greater value than before and is also attached to people who bring change, innovation, and new rules.

Still according to Eddy Soeryanto Soegoto in R. Wahdiniwaty (2009:5), an entrepreneur is a person who has a certain soul and ability to create and innovate. He is someone who has the ability to be creative and innovative, able to create something new and different, able to start a business (start up), able to create something new (creative), able to look for opportunities (opportunity), dare to take risks (risk bearing), and able to develop ideas and concoct resources.

In the sense of a dynamic process, entrepreneurship is a process of creating by adding value to something achieved through hard work and the right time by estimating support, physical, and social risk funds, and will receive rewards in the form of finance and personal satisfaction and independence.

Through this understanding, there are 4 (four) things that an entrepreneur usually has, namely: The creative process, which is creating something new by adding value. This added value is not only recognized by entrepreneurs but also by the audience who will use the creations.

According to Lee and Wong (Budi Azwar, 2013: 21), entrepreneurial intention is the first step in a process of establishing a business which is generally long-term.

According to Krueger, et al. (Nursito &

Nugroho, 2013), entrepreneurial intention is a prediction that is believed to be able to measure entrepreneurial behavior and its activities. As well as reflecting the commitment of individuals in starting a new business and the central issues that need to be understood in the process of establishing a business.

Based on the studies that have been conducted, many factors affect a person's entrepreneurial intention. According to Slamet et al. (2016: 202) the factor that affects entrepreneurial intention is the motivational factor. Motivational factors that affect entrepreneurial intentions include, namely:

- a. Self-efficacy; is the belief that a person can successfully carry out the entrepreneurial process.
- b. Perception of desire; is the degree to which an individual has an evaluation of whether or not he likes the results of his entrepreneurial activities.
- c. Background also influences the formation of entrepreneurial intentions as expressed by Hisrich in Slamet et al. (2016: 202), backgrounds that affect the formation of entrepreneurial intentions include education, personal values, age, and work experience. According to him, the level of education of an entrepreneur has proven to be important in achieving the success of the business he founded and managed. The success of his business can not only be seen through the level of education, but also the fact that education is able to help overcome various problems faced by entrepreneurs.

According to Priyanto (2008: 78), basically the formation of an entrepreneurial spirit is influenced by internal and external factors. Internal factors that come from within entrepreneurs can be in the form of personal traits, attitudes, willingness, and individual abilities that can give individuals the strength to be entrepreneurial. Meanwhile, external factors come from outside the entrepreneurial actor which can be in the

form of elements from the surrounding environment such as the family environment, the business world environment, the physical environment, the socio-economic environment and others.

In the learning process, the tutor explains the purpose of entrepreneurship learning. Tutors show sensitivity and are open, flexible to learning residents, tutors master learning materials, and tutors interact well with learning residents. Tutors take their time to guide participants outside of learning hours. Tutors arrange regular learning meetings. Tutors provide a variety of assessment instruments. Tutors evaluate the learning process by involving learning residents.

The methods used by tutors apply different learning strategies, tutors apply the principle of andragogy to adult learning, tutors encourage residents to learn to practice entrepreneurship learning materials. Tutors take their time while learning through role-playing. Entrepreneurial practice can be continued outside of learning hours (meetings).

The media used by tutors utilizes materials in the environment as a medium for entrepreneurial practice. Tutors use *powerpoint media*, video, and other digital technologies to apply learning materials. Residents learn to experience the benefits of information technology-based learning because the media is not available in their environment.

The definition of PKBM is stated by UNESCO, namely Community Learning Activities (PKBM) is an educational institution that is organized outside the formal education system which is directed to rural and urban communities by being managed by the community itself and provides opportunities for them to develop various learning models with the aim of developing the abilities and skills of the community to be able to improve their quality of life (Haruna, 2018:55-56). PKBM is a place that provides lifelong learning opportunities for everyone in the community to empower people to be

independent, improve the quality of life, and develop the community in the community (Irwan, 2018:123-133).

## RESEARCH METHODS

The location of this research is at the Labuan Maritime PKBM in Kp. Makui, Kalanganyar Village, Labuan District, Pandeglang Regency, Banten Province. The time used by the researcher for this study was carried out from November 2023 to June 2024. The approach of this research uses a quantitative method. Based on the characteristics of the data used, this study uses a quantitative research approach. According to Sugiyono (2017:12), the quantitative method is based on the philosophy of positivism, which is used to research on certain populations/samples and sampling techniques are generally carried out randomly. Research that uses a quantitative approach. Siyoto & Sodik (2015, p. 17) states the definition of research with a quantitative approach as a type of research that is designed systematically, planned, and clearly structured from the beginning to the creation of the research design. Another definition in stating quantitative research is research that requires the use of numbers ranging from data collection, analysis, data processing, interpreting data, and displaying the results of data that has been processed. Similarly, concluding that research would be better if it was accompanied by showing pictures, tables, and graphs as support in interpreting the data.

The data collected in this study are qualitative descriptive data and quantitative descriptive data.

1. Data sources about the development process of marketing tutorials in accordance with the development procedures that have been determined, including data containing input from material experts, media experts, and tutors of PKBM Maritime Labuan District.
2. Data on the feasibility of marketing tutorial media for online sales based on assessment results. The data includes:
  - a. Qualitative data in the form of the value of each assessment criterion described as very good (SB), good

(B), enough (C), less (K), and very poor (SK).

- b. Quantitative data in the form of assessment scores (SB=5, B=4, C=3, K=2, SK=1).

According to Sugiyono (2015:102), a research instrument is a means that functions as a reference for measuring phenomena used to measure social phenomena which are better known as research variables. The form of the instrument used in this study is in the form of a questionnaire, which is intended to obtain feasibility for the quality of media that has gone through development. The distribution of instruments is classified into three different types, namely instruments for material experts, media experts and respondents. Below is a grid of instruments with a reference to the assessment of media feasibility according to Thorn.

- a. Instruments for Media Members

This instrument questionnaire for media experts is used to obtain an assessment of the quality of media based on aspects: ease of navigation, media integration, artistic and aesthetic, and overall function.

- b. Instruments for Material Experts

The questionnaire was made to determine the quality of marketing animation video material from 2 aspects, namely cognition content and information presentation.

- c. Instruments for Users

The questionnaire of respondents was aimed at users of marketing animation media, namely learning residents.

The research and development carried out is a type of descriptive research that is development. Based on this, the type of data analysis used uses the type of descriptive statistical analysis. The known data was obtained from the assessment questionnaire of media experts, materials, and respondents in the form of quantitative scores which were later changed to qualitative values with the scoring rules in Table 7 for media experts and material experts and Table 8 for respondents.

The media products developed are assessed through an assessment with the *Likert*

scale, with the rules for assessing the feasibility of the product having an average of each aspect with good criteria so that it can be said to be feasible. The sequence in the data analysis obtained using descriptive analysis is as follows (Widyoko, 2009: 237):

1. Average calculation of the score of each instrument indicator
2. Calculation of the average total score of each aspect in the assessment
3. Compare the average score of each aspect in the assessment with the criteria that have been determined.

The reference for the conversion of quantitative data into qualitative and the range of assessment scores of respondents, material experts and media can be seen in Table 3.9.

Table 3.9 Conversion of Quantitative Data to Qualitative Data

It	Score Range	Value	Category
1	$Mi + 1.80 SBi < X$	A	Excellent
2	$Mi + 0.60 SBi < X \leq Mi + 1.80 SBi$	B	Good
3	$Mi - 0.6 SBi < X \leq Mi + 0.60 SBi$	C	Pretty Good
4	$Mi - 1.80 SBi < X \leq Mi - 0.6 SBi$	D	Not Good
5	$X \leq Mi - 1.80 SBi$	E	Bad

Information:

$X$  = actual score (empirical)

$Mi$  = *ideal mean*, calculated using the formula:

$Mi = 1/2$  (ideal maximum score + ideal minimum score)

$SBi$  = ideal standard deviation, determined by the formula:

$SBi = 1/6$  (ideal maximum score – ideal minimum score)

From the scale of 5 mentioned above, it is known that the ideal maximum score = 5 and the ideal minimum score = 1, so that  $Mi$  and  $SBi$  are obtained as follows:

$$Mi = 1/2 (5+1) = 3$$

$$SBi = 1/6 (5-1) = 0,7$$

As a result of the calculation above, the

guidelines for the conversion of expert and respondent validation scores are obtained as shown in Table 3.10 below.

Table 3.10. Expert and Respondent Validation Score Conversion Guidelines

Formula	Score Range	Category
$Mi + 1.80 SBi < X$	$4,206 < X$	Excellent
$Mi + 0,60 SBi < X \leq Mi + 1,80 SBi$	$3, 402 < x \leq 4,206$	Good
$Mi - 0.6 SBi < X \leq Mi + 0.60 SBi$	$2,598 < x \leq 3, 402$	Pretty Good
$Mi - 1.80 SBi < X \leq Mi - 0.6 SBi$	$1,794 < x \leq 2,598$	Not Good
$X \leq Mi - 1.80 SBi$	$X \leq 1,794$	Very Bad

4. Determine the overall score of the assessment aspect of each test by calculating the average score of all assessment aspects and then change it according to the criteria in Table 3.9.

To find out the quality based on the assessment in the form of percentages using the formula below

$$\text{Percentage (\%)} = \frac{\text{skor hasil observasi}}{\text{skor yang diharapkan}} \times 100\%$$

## RESULTS AND DISCUSSION

The procedure for using the product for this marketing tutorial video is made correctly and easily accessible because the marketing animation video is in the form of a link that can be accessed on electronic devices such as mobile phones, laptops and or tabs. The procedure for using the product is as follows.

1. Click on *the link* that the tutor has given
2. *Download* the app according to the instructions from your *phone* or *laptop*, or *a tab*
3. Start a marketing tutorial video by pressing the arrow
4. Listen and understand the content of the tutorial video.
5. Finish.

The first step that the researcher did was to share a *google drive* access *link* in which there is a marketing animation video to users (learning residents) of the Labuan

Maritime PKBM which can be accessed independently as a marketing tutorial medium for the Labuan Maritime PKBM which can be accessed repeatedly anytime and anywhere.

The evaluation data that has been obtained from the two experts can be seen as follows.

The validation test of material experts in the development of marketing media was carried out by Mrs. Retno Dwi Lestari, M.Pd as a lecturer at S1 Community Education at the State University of Jakarta on June 2, 2024. After the assessment, the following data was obtained.

The results of the processing of material expert data carried out by the researcher in the table above can be described that the whole of each aspect assessed obtained a score of 53 out of the total obtained of 67 so that the overall percentage of aspects is 77.5% which shows the category of feasible assessment.

Furthermore, each aspect, namely the aspect of cognition content, obtained a score of 6 and showed an overall score of 10 and showed a feasibility percentage of 60% so that it received the eligibility criteria. The aspect of presenting information obtained a score of 28 and showed an overall score of 32 and showed a feasibility percentage of 87.5% so that it received the eligibility criteria. The aspect of ease of use of the instructions obtained a score of 6 and showed the overall score obtained of 10 and showed a feasibility percentage of 60% so that it got the feasible criteria. The artistic and aesthetic aspects obtained a score of 5 and showed the overall score obtained of 5 and showed a 100% feasibility percentage so that it received very feasible criteria. The overall functional aspect obtained a score of 8 and showed the overall score obtained of 10 and showed a feasibility percentage of 80% so that it received the eligibility criteria.

The validation test of media experts in the development of marketing media was carried out by Mrs. Ratna Dumasari as a Learning Technology Developer at the

Directorate General of Teachers and Education Personnel of the Ministry of Education and Culture on June 19, 2024. After the assessment, the following data was obtained

The results of the data processing of media experts carried out by the researcher in the table above can be described that the whole of each aspect assessed obtained a score of 42 out of the total obtained of 50 so that the percentage of all aspects is 84% which shows the practical assessment category.

Furthermore, each aspect, namely the ease of navigation aspect, obtained a score of 20 and showed the overall score obtained of 20 and showed a 100% practicality percentage so that it received a very practical criterion. The media integration aspect obtained a score of 3 and showed an overall score of 5 and showed a practicality percentage of 60% so that it received a less practical criterion. The artistic and aesthetic aspects of use obtained a score of 10 and showed an overall score of 15 and showed a practicality percentage of 66.6% so that it got practical criteria. The overall functional aspect obtained a score of 9 and showed an overall score of 10 and showed a practicality percentage of 90% so that it received a very practical criterion.

After an assessment of media products and materials by experts, then an assessment is carried out by users. The results of the assessment and data processing of citizen users learn about marketing animation videos for Labuan Maritime PKBM learning residents that have been used by researchers.

The results of the processing of material expert data carried out by the researcher in the table above can be described that the whole of each aspect assessed obtained a score of 340 out of the total obtained of 400 so that the percentage of all aspects is 85% which shows the category of effective assessment based on user test data.

Furthermore, each aspect, namely the

aspect of cognition content, obtained a score of 72 and showed the overall score obtained of 80 and showed an effectiveness percentage of 90% so that it got the effective criteria. The aspect of information presentation obtained a score of 103 and showed an overall score of 120 and showed an effectiveness percentage of 85.83% so that it received effective criteria. The aspect of ease of use of the instructions obtained a score of 68 and showed the overall score obtained of 80 and showed an effectiveness percentage of 85% so that it got the effective criteria. The artistic and aesthetic aspects obtained a score of 34 and showed an overall score of 40 and showed an effectiveness percentage of 85% so that it got the effective criteria. The overall functional aspect obtained a score of 63 and showed an overall score of 80 and showed an effectiveness percentage of 78.75% so that it got the effective criteria.

### **Validity of Media Development Marketing Tutorial**

At each stage of the development of this marketing tutorial media, there are evaluations and revisions that are carried out to improve the products produced. In this sub-chapter, five main things are explained which include the validity of marketing tutorial media according to: (1) material experts, (2) media experts, (3) small group trials. The three data are presented systematically.

### **Results of Material Expert Review**

The development of marketing tutorial media developed by the researcher has gone through the validation stage of material experts and media experts. Some of the inputs for revision and improvement from material experts have been obtained, as follows.

#### **1) Aspects of Cognition Content:**

The video created does not show the character of the tutorial video. Daryanto (2011) said that a video tutorial is a message that is packaged in the form of a video and contains material delivered by the instructor

in a demonstration. This means that the video describes the technical procedure from the tutor/researcher to one target group (participants of the pastry entrepreneurship program at PKBM Maritim) regarding a specific discussion, namely to increase cake sales online. Still in the same source, the *video tutorial* aims to provide a complete understanding of the material, namely selling cakes online. The main characteristic in *the video tutorial* is the independence of students, namely the ability of students to understand the procedure if they want to sell cakes online without the need for direct assistance from tutors/researchers. The videos presented tend to provide general information, not yet on the procedures of the 9 steps set.

Researchers can conduct self-assessment of the *tutorial videos* made by asking reflection questions, such as:

Do learners understand the technical steps to increase cake sales online after watching the *video tutorial* "Increasing Online Sales"

#### **1) Aspects of information presentation:**

Regarding the selection of tutorial video learning media, it is necessary to consider the creation of videos that refer to detailed procedures/demonstrations. Enriching the material through technical procedures from each of the 9 (nine) ways to increase *online* sales can improve the aspect of presenting information very well. For example:

- a) Utilizing social media: provide one example of the right use of social media to increase sales. It should be explained that every social media has certain characteristics and not all of them can be used to increase sales. Instagram is more appropriately used for *product branding (marketing)*. Instagram can be used as a *selling*, if the account has certain criteria. The video needs to explain these criteria.
- b) Product photos: in the video, it is

explained that product photos should be made as attractive as possible. The word "as interesting as possible" is a word that tends to be subjective, so it needs to be made a technical sense. For example, by providing additional explanations that the photo must have high resolution, supported by proper lighting, the background used supports the focus of the product, the camera shooting angle can highlight the advantages of the product, etc.

Based on the assessment that has been carried out on the validation sheet of the material expert, it is stated: suitable for use with revision.

#### a. Results of Media Expert Reviews

Some of the inputs for revision and improvement from material experts have been obtained, as follows.

Table 4.6 Table of Input and Suggestions from Media Experts

Back	Become
TUTORIALS TO INCREASE ONLINE SALES	TUTORIALS TO INCREASE ONLINE SALES
Here I will provide a tutorial on how to increase online sales	Here I will provide a tutorial on how to improve <i>online sales</i> .
Before getting into the tutorial, let's discuss what online selling is	Before getting into the tutorial, let's discuss what online selling is.
ONLINE SALES	ONLINE SALES
Online sales or online shops are the process of buying and selling between producers and consumers	Online sales or <i>online shops</i> are the process of buying and selling between producers and consumers...
TUTORIALS TO INCREASE ONLINE SALES	TUTORIALS TO INCREASE ONLINE SALES
Did you know? Social media is not just a place to share stories.	You know, social media is not just a place to share stories...
PACKAGING DESIGN/ PACKAGING	PACKAGING DESIGN
Fourth, offer free shipping or free shipping	Fourth, offer free shipping or <i>free shipping</i> .
OFFERS FREE SHIPPING	OFFER FREE SHIPPING
INFLUENCER MARKETING	INFLUENCER MARKETING
Nine influencer marketing	Ninth, <i>influencer marketing</i> .
Partnering with influencers through endorsements can significantly increase the visibility of your products	Partnering with <i>influencers</i> through <i>endorsements</i> can significantly increase the visibility of your product.

#### b. Summative Assessment Results

The researcher conducted a *pre-test* and *post-test* on 20 residents of the entrepreneurship program at PKBM Maritim Labuan, Pandeglang Regency, Banten to find out the level of understanding of residents learning about online sales materials. Pre-test evaluations are given to residents to learn before they get a development product in the form of a *marketing tutorial video* with marketing materials to find out how far their understanding is related to online sales. After completing the *pre-test questions*, the learning residents were then given a media development product in the form of a *video tutorial* on the marketing of the entrepreneurship program by watching, listening, and understanding *the content of the tutorial video* that the researcher had developed.

Figure 4.1 Residents learn to watch, listen, and understand the content of the tutorial video that the researcher has developed



Then, residents learn to be given *post-test* questions if they have watched, listened, and understood the content of the marketing tutorial video as a result of the development provided by the researcher. The purpose is to provide *post-test questions* to residents to learn about online sales competencies.

Figure 4.2 explains how to fill out the post-test



Based on the results of the *pre-test* and *post-test evaluation*, it was explained that the results of the *pretest* conducted by the residents of the Labuan Maritime PKBM obtained a score of 1200 out of 2000 or obtained a result of 60% with the assessment criteria for lack of understanding. The marketing tutorial media that has been developed by the researcher is then watched and understood by residents learning the Labuan Maritime PKBM as a marketing tutorial media for them. After that, they filled out and worked on *the post-test questions* that had been prepared by the researcher and showed an increase in the percentage of scores with a result of 92.25% with very understanding assessment criteria and obtained a score of 1845 out of a maximum score of 2000.

Based on the results of the evaluation in the form of tests that have been carried out, it can be concluded that there has been an increase in the understanding of residents learning related to marketing materials to increase *online sales with 60% pre-stest results* with the criteria of lack of understanding and after being given the development product, the results of the *post-test* shows 92.25% so that the criteria obtained are very understanding. The results of this percentage show an increase in residents' understanding of learning Labuan Maritime PKBM.

## CONCLUSION

Based on the analysis of data and the discussion of the research results, the

researcher can conclude that

The use of marketing animation video media to increase online sales knowledge among residents studying at PKBM Maritim in Labuan sub-district was declared feasible. This is evident from the results of the assessment of material experts in each aspect that was assessed to obtain a score of 53 out of the overall obtained of 67 so that the overall percentage of aspects was 77.5% which indicates the category of feasible assessment.

The use of marketing animation video media to increase online sales knowledge in residents studying at PKBM Maritim Labuan district was declared practical. This is evident from the results of the assessment of media experts on the whole of each aspect that was assessed to obtain a score of 42 out of the overall obtained of 50 so that the overall percentage of aspects was 84% which shows the practical assessment category.

The use of marketing animation video media to increase online sales knowledge among residents studying at PKBM Maritim in Labuan sub-district was declared effective. This is evident from the results of the assessment of PKBM learning residents

Labuan Maritime in each aspect received a score of 340 out of 400 so that the percentage of all aspects was 85% which shows the effective assessment category.

### Suggestion

Based on the conclusions of the research results and existing analysts, the researcher provides suggestions for Labuan Maritime PKBM learners and instructors who can be considered to improve online sales knowledge in Labuan Maritime PKBM students. PKBM Maritim is expected to be able to present various better marketing strategies such as in terms of promotions can be added to conduct online promotions so that it can increase sales. To overcome obstacles to marketing strategies and increase sales, a business that succeeds in achieving its goals is greatly influenced by the ability of citizens to learn to market products. Online marketing and sales should be observant to see and read every opportunity that exists in meeting customer needs and marketing their products.

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