

**CREATING A GREETING VIDEO FOR EID AL-FITR
1442 H WITH BRANDING PT KERETA API
PARIWISATA THROUGH SOCIAL MEDIA SUCH AS
INSTAGRAM**

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Abstract

Technological developments in the industrial era 4.0 have an impact on the tourism industry in branding because of the media to connect or communicate to the wider community through social media. From this convenience, many tourism industries use social media as a medium for branding because it has a good impact on the tourism industry in carrying out branding to strengthen and instill a trust. As an effort to do a branding, video media plays an important role in capturing a visual for branding purposes. There is a video to do branding as an implementation effort that is applied such as determining ideas, pre production, production, post production, limited trials, uploading.

Keywords : industry 4.0, branding, video, social media, pre production.

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INTRODUCTION

Tourism is a travel activity that a person does from one place to another. Tourism will not run without any transportation, there are so many modes of transportation that can be used by tourists including cars, motorbikes, planes, ships, or trains. In this case, there are many types of transportation that can facilitate tourists when traveling, for example is the train (Utama, 2014; Suwena & Widyaatmaja, 2017).

Trains are one type of land transportation that has its own charm. The train is a mode of transportation that runs on rails and tourists can see the scenery while traveling, this is one of the attractions for tourists to use this transportation because it can provide a different experience from other transportation.

The presence of industry 4.0 can make changes in the field of technology that affect services on the train. This industrial revolution 4.0 has a big impact on life, especially with the existence of social media. Social media makes it easier for us to communicate and get information about existing developments. The Ministry of Communication and Information revealed that internet users in Indonesia currently reach 63 million people. Of these, 95% are used to access social media. This makes social media can be utilized for an industry player to do branding (Prasetyo & Febriyani, 2020).

Branding is an attempt to introduce a product or service until the product or service is known, recognized, and used by the general public. Social media plays an important role in branding. With the emergence of social media, companies can do branding (Hanafi, 2016).

PT Kereta Api Pariwisata is a subsidiary of PT Kereta Api Indonesia. PT Kereta Api Pariwisata has many facilities that support tourists traveling with different experiences, both from services, facilities such as the interior of the train, or the concept of the 'Kereta Wisata' itself. This mode of transportation does branding by introducing its services and facilities through social media.

PT Kereta Api Pariwisata conducts branding using videos through social media, namely Instagram. This is because Instagram has insight that is more visible to followers and can cover many groups. This is to strengthen and maintain an image

that exists at PT Kereta Api Pariwisata through social media. This is the background for the selection of this article, which describes "Creating a Greeting Video for Eid Al-Fitr 1442 H with Branding PT Kereta Api Pariwisata through Social Media such as Instagram".

METHOD

Data collection in this article was carried out using a qualitative approach method with a descriptive design. There are four methods used to write this research, namely collecting data and observing directly when the author was doing Field Work Practices, then conducting interviews with workers at PT Kereta Api Pariwisata, and looking for data in books or from sources of information related to the problem being studied, also collecting information by directly quoting data obtained from the company.

The equipment that used to make this greeting video is Sony A6000 camera, Nikon D5300 camera, tripod, microphone, memory card, lighting, blue screen, etc. The set property equipment used in the video is a table, sofa, television, food dishes, etc.

RESULT AND DISCUSSION

The process of making a video greeting for Eid al-Fitr 1442 H conducted by this author has seven stages, namely preparation, pre-production, production, post-production, limited trial, product improvement, and uploading.

In the preparation stage, the author looks for video references and designs the concept that will be used in the video later. In this process, the author writes the message to be conveyed and incorporates branding elements into the video later.

In the pre-production stage, the writer meets with the team to determine the video concept. Then, the script writer will create a storyboard that aims to organize the flow of the video and arrange the video scenes that will be recorded. After making the storyboard, the writer surveys the shooting location and continues to make permissions to use the shooting location. After licensing the shooting location, the writer looks for talent that will be included in the video. If all stages are complete,

it will continue to prepare the shooting equipment and determine the date of video recording.

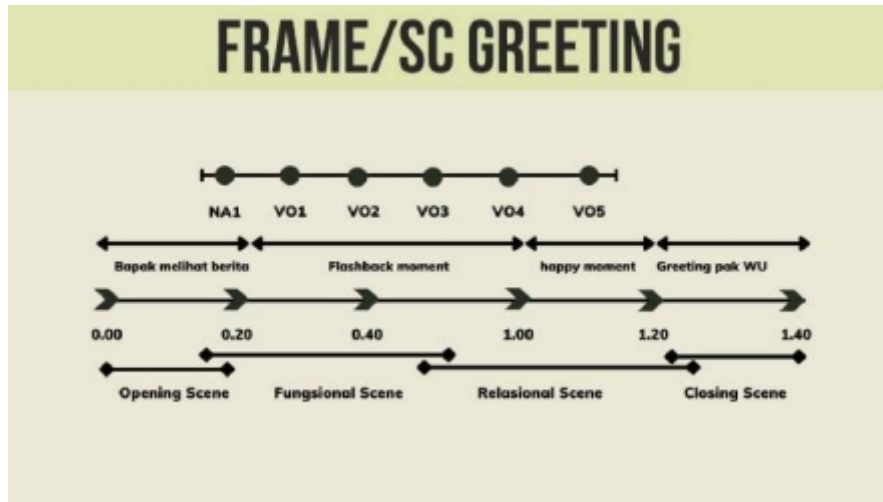


Figure 1. Author made a storyboard

In the production process, shooting takes place where videographers, producers and talents carry out the shooting process with reference to the storyboard. Many processes occur when production starts, such as making sure all equipment and property are useful properly, the videographer team sets up the camera and organizes the framing composition, ensures all talents are ready, and ensures that the microphone, lighting, and camera are turned on and ready to use. Finally, all talents focus on the direction of the videographer during the shooting process. At this stage, the talent must follow the directions of the videographer so that the video results are in accordance with the storyboard that has been made in pre-production.

After the production process is complete, the next stage is post-production stage, where the results of the previous video shooting will be edited using a video maker-based digital processing application. The first stage carried out in this process is moving files to a laptop according to the scene and time, after that the video is arranged and tidied up the frames to match the order written on the

storyboard, after which the rendering process is carried out and also exported into mp4 format.

After the post-production process, in which the video has been edited, the next process is to conduct a product trial to PT Kereta Api Pariwisata to recheck the video has been edited. Checking again whether the video is in accordance with the storyboard that has been made both from framing, video flow arrangement, sound, color, as well as legality provisions such as copyright on music. This aims to get maximum results from a video and no complaints from several parties.

The next stage is product improvement. At this stage, the author evaluates and revises the video that has been made in the previous stage. This process is to make improvements to the video that has been made before if there are errors and shortcomings that are not in accordance with the storyboard that was determined at the beginning of video making. Therefore, this process is very important for the consistency of a video so that all the processes made at the beginning are achieved as expected.

The last stage is uploading the revised video to PT Kereta Api Wisata's social media, namely @kawisata, where the video is the final file. The author hopes that the message contained in the video can be conveyed well to the audience. In addition, the video is also an indirect communication for PT Kereta Api Pariwisata to the audience and the wider community which aims to improve the positive image of PT Kereta Api Pariwisata.

The results of the 1442H Eid greeting video can be seen through KA Wisata's Instagram with the following link access https://www.instagram.com/tv/COy5hyjltXc/?utm_medium=copy_link.

CONCLUSION

Greeting video for Eid Al-Fitr 1442 H is a video made by PT Kereta Api Pariwisata in order to welcome Idul Fitri 1442 H. This greeting video has a duration of 03.49 with the title "Encounters That Must Be Delayed", which means that during the pandemic the PPKM was implemented. The government prohibits people for going anywhere for Eid al-Fitr celebrations in 2021, this is an official decision from the Head of the

Covid-19 Task Force. There is also the concept of the video itself, which is to remind customers about their homecoming trip with KA Wisata before the pandemic, both with friends and family. In it, there are also passenger activities when traveling using KA Wisata. The video, which has a duration of 03.49, has a storyline starting from the opening which shows a father watching the news of the homecoming ban on television. Then the content of the video shows the moments of tourist train customers who were enjoying the services on the tourist train before the pandemic hit. There is a scene showing KAI officers welcoming customers to enter the tourist train carriage, there is also a scene showing the exterior of a Priority type of tourist train. At the end of the video, it illustrates the pleasure of welcoming Eid al-Fitr 1442 H even though it is virtual, it is packed with a happy atmosphere through family conversations over the phone during iftar together. As a complement to the greeting video, the President Director of PT Kereta Api Pariwisata and his staff congratulated Eid al-Fitr 1442 H to customers and audiences who had watched the video.

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