

Branding of the Jember Tape Chips Products Through Audio Visual Ads

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Abstract

Jember is a district with the geographical conditions of mountains, agriculture, and plantations. The connection of these three characteristics gave birth to a diversity of arts, languages, tourism, and culinary. Utilization of the agricultural sector, especially in the Ajung sub-district, include people who rely heavily on natural resources, especially agricultural and plantation resources. This beneficial natural potential makes the people in Ajung Subdistrict, especially in the Pancakarya Village, motivated to grow a home industry for processing agricultural products in the form of *tape* industry. The problem faced by partners is the lack of familiarity of products that are widely owned, thus causing the partner's economy to not be optimal. This problem is the basis of the service program proposed by the proponent to increase the marketing of *tape* chips. Based on the specific targets to be achieved, the main purpose of the community service activities proposed is to strengthen the brand image of the chips product through audio visual advertising. The method of implementing this service program is adjusted to the standard operational procedure for making audio visual works, consisting of stages: 1) pre-production (idea-finding, planning, and preparation); 2) production; and 3) post-production. The results of audio-visual advertising of *tape* chips are expected to be promotional media for products owned by Koplak Food IRT, so that they can be widely known to the public and build brand imaging products for *tape* chips.

Keywords: Tape chips, Audio Visual Ads, Brand Image

I. INTRODUCTION

Jember Regency is located on the southern tip of Java. Jember is an agricultural and plantation area. The people of Jember mostly depend on a number of natural resources (agriculture and plantations) around them. The diversity of uses in this region is influenced by a number of abundant agricultural crops, one of which is cassava or cassava varieties. Among the many available food crops, cassava is a potential food source because almost all parts of the plant and its agro-industrial waste can be utilized. Cassava is a plant that can easily live in most types of soil and is resistant to pests and diseases. Generally, cassava is planted to take the tuber as a source of carbohydrates. Cassava is an agricultural commodity that is widely grown in Indonesia and is an important source of carbohydrates (after rice). In fact, the basic food needs of cassava are not regularly utilized. For this reason, it is necessary to use cassava as a food that has high nutritional value. Cassava can be served as a staple food substitute for rice (Javanese = *tiwul*), *gatot*, bread, biscuits, *tape*, starch and various other kinds of food (Soetanto, 2001). The people of Jember usually make processed food from cassava, which is commonly called *suwar suwir*, *prool tape*, and *cassava tape*.

The Government of the Jember Regency actively campaigns for the consumption of local products, such as *suwir suwir*, *prool tape* and *cassava tape* as typical souvenirs from the Jember Regency. To further elevate local products into processed packaging, souvenirs need innovation so that they can be an alternative souvenir for Jember. The food in question is *tape* chips. The campaign carried out by the Regent certainly needs support from the community. IRTs that have developed local characteristics so far must be developed to create characteristics that can expand from the locality of the area in Jember. Local products that are now in great demand by the people who come to Jember are still dominated by *prool tape* and *suwir*. This proves that local products are well received by the community.

One of the home based food industries (later will be named as IRT or Industri Rumah Tangga) that can be developed into a local product and is ready to compete with other typical souvenirs, which are already well-known in Jember, is the Koplak Food IRT. This home industry was founded by a young man named Muhammad Bustomy. Youth Bustomi (27 years old) has the goal of developing local products native to Jember. There are observations of a few problems and obstacles that must be solved. The number of sales of *tape* chips, with the marketing pattern that has been done by the home industry, is still dependent on the demand of the surrounding community and direct sales through word of mouth transactions. The opportunity to increase the sales of home industries in Jember motivate the mission of *tape* chips as an acceleration effort, one that cannot be delayed anymore. This is because the production of agricultural processed products that are typical of an area of agriculture and plantations is influenced by the peculiarities of the results of agricultural resources in the region. The type of chip can be said to be the same as some in areas of agriculture and plantations in Indonesia, but the diversity and natural/ geographical conditions of an agricultural and plantation area have different tastes through the preparation, which are used and considered as special foods in the region.



Figure 1. Jember *tape* chips (Author documentation)

Publications have not yet reached the level of global marketing. This problem is due to the minimal knowledge of Bustomy regarding the publication efforts that have been carried out only at the level of local publications. For this reason, a means of publication is needed to increase the sales of *tape* chips. *Tape* chips still do not have widespread attention, despite the fact that communication technology is increasingly fast and easily accessible to almost all levels of society. To fulfill this need, the Audio Visual Media emerged as a form of promotion of *Tape* Chips, so that this product could

be widely known by the public. Based on this, the specific target to be achieved from the service is to increase the distribution and sale of *tape* chips on a more global domain. One of the strategies includes making promotional media in the form of audio-visual advertisements, which are interesting and can create a brand image in the minds of buyers. With the existence of this kind of service program, it is expected to increase sales and provide stronger results for the home industry.

II. IMPLEMENTATION METHODOLOGY

The framework of thinking for solving problems that are faced and achieving the goals that have been set are then carried out through activities to integrate audio visual technology to produce advertisements. This was an application of the elements of knowledge possessed by proposers as instructors in the Television and Film Study Program. A series of audio visual advertising production activities was carried out as an effort to improve the product image of Jember *Tape* Chips, with the aim of creating a brand image that is inherent in the minds of consumers.

The implementation method, "Branding of Jember *Tape* Chips Products Through Audio Visual Ads" included three stages, namely pre-production, production, and post-production. These stages refer to the standard working mechanism of audio-visual production, created by Wibowo (2007), often called the Standard Operating Procedure (SOP).

A. *Before the Production Process*

1. *Searching for the ideas*

In order to discover ideas for production, we can sometimes try observation, watching other audio-visual works or searching through existing data. At this stage, the servant obtained a theme, which was about Jember special food. The idea is then concretized into a big theme. In choosing this idea for making audio visual works, Jember *tape* chips, as the basic theme, were obtained through direct observation. After the theme can be ascertained, then the research is carried out to look for materials needed for the content of the show. The research that has been carried out includes library research and field research. The field research included observing the location of shooting, as well as consultations with competent parties in this field, such as the owner of IRT Koplak Food, the Trade and Industry Service of Jember Regency.

2. *Planning*

This stage of planning includes setting a working time period (time schedule), as well as choosing a location and crew that will help the production process. In addition, at this stage, the cost estimates are included in the funding sources and allocation of production costs.

3. *Preparation*

This stage includes completing all permits and correspondence, making arrangements, researching, and completing the equipment needed for production. This is done

according to the working period. This process begins with preparing all shooting equipment, such as cameras, lights, and other production support equipment.

B. Production Process

Production is carried out after all pre-production is completed, and this is done in accordance with the specified working period. In the production process, all members of the crew generate the manuscript that has been made into a continuous shot according to the existing scenario. The production period in making audio visual advertisements will be planned for around 10 days.

C. After The Production

Audio-visual Advertising Creations for *Tape* chips worked in accordance with planning. Once the process of shooting or production was complete, then we proceeded to the post-production process, namely editing images (editing). Editing is a process of selecting images, which are then arranged in a scene or sequence, so that they are able to show a storyline in a reasonable and logical sense, for the enjoyment of the audience. The process of editing audio visual ads for *tape* chips took about one month.

The resulting audio visual ads could be distributed through media such as local television and social media and the internet. To support the distribution of advertisements online, it is necessary to make several audio-visual ad formats that are suitable for social media, which is currently developing.

| Tahapan | Januari 2014 | | | | Februari 2014 | | | | Maret 2014 | | | | April 2014 | | | | Mei 2014 | | | |
|-----------------|--|---|---|---|---------------|---|---|---|------------|---|---|---|------------|---|---|---|----------|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| Pre Production | Ide | █ | | | | | | | | | | | | | | | | | | |
| | Time Schedule | | | | | | | | | | | | | | | | | | | |
| | Sinopsis | | █ | █ | | | | | | | | | | | | | | | | |
| | Script Writing | | | █ | █ | | | | | | | | | | | | | | | |
| | Storyboard | | | | █ | █ | | | | | | | | | | | | | | |
| | Pemilihan dan Crew | | | | | █ | █ | | | | | | | | | | | | | |
| | Setting Alat | | | | | | █ | █ | | | | | | | | | | | | |
| Production | Perencanaan Multimedia | | | | | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | | | | | |
| | Perencanaan Audio | | | | | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | | | | | |
| | Perencanaan Visual | | | | | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | | | | | |
| | Perencanaan Broadcasting | | | | | | | | | | | | | | | █ | █ | █ | █ | |
| Post Production | | | | | | | | | | | | | | | | █ | █ | █ | █ | |
| | <i>Packet untuk U-tub, Facebook DVD dan Web Personal</i> | | | | | | | | | | | | | | | | | | | |

Figure 2. The example for time schedule in the pre-production process

III. RESULTS AND DISCUSSION

A. Audio Visual Advertising as a Product Promotion Media

The development of science and technology can change and facilitate communication between humans. Communication is a process concerning the relationship between humans and the surrounding environment. Without communication, humans will be separated from their environment, but without the environment, communication will be an irrelevant activity. In other words, human communication requires a relationship

with the environment. When communicating, humans certainly need communication media. Media communication includes all of the means used to produce, reproduce, distribute or disseminate, and also convey information (Kasilo, Djito: 2008). In this case the communication media is very necessary as a means of marketing / promotion of products / activities.

Today marketing media is experiencing significant development. Promotion, prior to easy access to online media, could only be done through print and electronic media, but now the majority of people use internet technology. The advantages of the internet allow us to access information anytime and anywhere. Magnadi (2011) said that in a university, through its information technology, it would be able to create a city branding for the economic growth of the region using its local wisdom, so that access to technology can be spread around or regions that had higher education locations would lead to ease in participating in the product marketing process. The pattern of product marketing online, according to Kotler (2001), states that marketing is done through an interactive online computer system that connects consumers and sellers electronically.

Kotler said that online services are becoming popular with customers because of: (1) Ease. Customers can order 24-hour products. They do not have to drive, look for a parking space, or walk through a long alley to look for items. They do not have to drive to the store, only to find the items being searched for is out of stock. (2) Information. Customers receive information about companies, products, and competitors without leaving their office or home. This way, consumers can be more selective in terms of price, quality, performance, and availability. (3) Fewer people. Customers do not need to face or serve persuasion. By looking at the benefits and convenience of promoting art products through the internet, as well as many benefits obtained through online marketing patterns (namely effectiveness) with a wide range of information that is easily accessible for 24 hours, efficiency can make consumers choose lower costs. This can concretely help consumers accelerate the contents of messages that have abstract properties, as this is the pattern of marketing products / activities that will become the main means for this service output product.

Promotion and branding of images through the creation of audio visual advertisements can be a step and a form of responsiveness to technological developments. Audio visual advertising products uploaded on video media sharing YouTube, as well as several other media, can be a promotional strategy in persuading and influencing society continuously. Through the continuation of these impressions, a brand image can be created in the minds of the community. This kind of effort was carried out by the dedicated team who built a brand image of the Jember *tape* products through audio visual advertising.

B. Production of Tape Chips Advertising

1. Before the Production

Pre-production is the planning stage before the production process begins. At this stage, all of the needs (starting from the content and production equipment) are prepared. Planning maturity becomes a substantive matter, related to the content of the

advertisement that will be made, so that the content of the advertising is in accordance with the purpose of the product. The process of pre-production stages is more or less done for 8 days.

The idea was made by studying *tape* chip products and having discussions with Bustomy, as the product owner. The deepening of the material is done by observing the product through online media and coming to the location of the production of *tape* chips. The material deepening was also interviewed directly by Bustomy, as the product owner. The results of observations and interviews obtained information that the superiority of the product of the *tape* chips to be advertised includes the right taste with the right size as a snack coffee companion through the manufacturing process. After the initial information obtained, it is then developed and processed to the next stage by a synopsis. The synopsis results are described as follows:

“Vee invites Dilla to come to a place promising snacks that are suitable for accompanying coffee. While Dilla is a person who really likes to drink coffee, initially Dilla was disappointed because the food that was brought included only general snacks. Vee comes with Cassava Chips, and then opens the bag and eats the chips. Vee, who enjoys eating the chips, makes Dilla want to try it. Finally Dilla tries the cassava chips and drinks her coffee”

The synopsis is a brief description of the contents of the story. In making this advertisement, the synopsis above was used as the starting point for making the ad copy. This ad text is then used as a reference for making storyboards. The availability of materials, such as ideas, synopsis, scripts, and storyboards, is used to consider the technical equipment that will be needed. The suitability of the type of equipment, with the concept that is owned, is an important component related to aesthetics that will be achieved.

The last stage of pre-production is the selection of work members or crew that helps the production process. The selection of work members who make the audio visual advertisements involved students from the Television and Film Studies Program in the Faculty of Culture at the University of Jember. The production of Koplak Food *tape* chips involved as many as five students. Each student occupied the position of the production team as follows: two Students for the creative team, one student as a makeup designer, and two female students as the models. With the concept and the existing team, we then proceed to the next stage, namely the production of *tape* chips.

2. *Production Process*

The production of the *tape* chips ads was held for one day on November 18, 2018. The shooting process started at 08.00 until 14.30WIB. The production location was in the Kalkun café in Wirowongso area, Jember, East Java. The location of Turkey Cafes was due to the conditions of space and property in accordance with the needs of the desired concept, namely a place that has many tables and chairs, sufficient electrical panels, and provides coffee drinks along with coffee beverage properties.



Figure 3. Location Setting and Equipment Loading (Author Documentation)

At 8:00 a.m. the production team arrived at the Turkey Cafe. Production of advertisements begins with the production team to arrange location settings, makeup models, along with loading equipment to be used (see figure 3). The process of setting the location takes approximately one hour, while the makeup model takes approximately 1.5 hours. Then, after the settings have been prepared, the production team prepares the exact property needed to be used for shooting, such as; *tape* chips, coffee, and packaged processed *tape* chips. After all the materials are available, along with the models that play the role, the process of taking pictures starts at 10.45 WIB.



Figure 4. The Process of Taking Pictures of Cassava Chips (Author's Documentation)

Reading models before taking pictures takes approximately 15 minutes (see figure 5). This time is used for deepening expressions and gestures when feeling sensations after eating *tape* chips. Student involvement as a model is enough to help the role of deepening, this is because students who are involved as a model have taken the

Kaktoran Course, so the process of deepening the characters does not encounter many obstacles. The work on *tape* chips adverts continues smoothly according to the planned schedule starting at 11.00 - 14.30WIB (see figure 6).



Figure 5. Reading Image (Author Documentation)



Figure 6. Image Retrieval (Author Documentation)

3. *After the Production*

Post-production of *tape* chip advertising is carried out in two stages, namely; offline editing and online editing. Offline editing of *tape* chips advertisements starts with cutting the initial image according to the storyboard. Cutting this image takes approximately one day. The results of the initial process for images are used as a reference for voice over retrieval. Voice over taking takes one day, involving female students who become models. This results into combining the initial image pieces and voice overs into materials to be continued at the stage of online editing.

Online editing is the stage of combining all materials into one file. This process includes the results of combining video, audio, sound effects, and motion graphics. The time needed for this stage is approximately two days. Before the rendering process is carried out, the production team previews to see if there is an error. The final result is merging all files rendered with MP4 format output. Audio visual advertising products that are already in MP4 format are materials that can be continued to the distribution stage through the media, one of which is through YouTube.

IV. CONCLUSION

The use of audio-visual advertising as a promotional medium is currently a mandatory process for business actors on industrial and home scales. Audio visual advertising is an effective means to disseminate information and influence society. This communication process is supported by the availability of technological facilities, such as smartphones and online media, so that people can access the information at any time. The presence of advertisements that broadcast continuously can build a brand image for the people who watch it. The creation of this brand image is not only the existence of advertisements, but also supported by the content within the ad. The making of audio-visual *tape* chips in this service program is expected to help partners to disseminate information on products that are owned by the public at large, and the end is expected to create brand image products for consumers.

V. CREDITS

The creation of audio visual chips *tape* the advertising service program with the support of various parties, such as the University of Jember Institute of Research and Community Service (LP2M), which provided the team with the opportunity and trust to realize the Jember cracker product branding program through audio visual advertising. Then, to Bustomy, as the owner of Koplak Food IRT, who entrusted us to make audio visual advertisements. Thanks to the Dean of the Faculty of Humanities, University of Jember who had given the permission to be able to carry out this service program.

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