

CONCEPT DESIGNING OF VIDEO PROFILE FASHION PROGRAM UNIVERSITAS NEGERI MALANG

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Abstract

This study aims to describe the concept of designing a profile video for the Fashion Program through the initial stages of the creation method, namely the pre-production stage or about how it is planned. Video profiles are very effective media that are used to promote a particular area, product, and promote a particular company. In this case the profile video that will be made is the profile video of the Fashion Program at Universitas Negeri Malang. This research was conducted because the Fashion Program did not yet have a profile or company profile video that was indispensable for Program to promotion and information facilities. Pre-production stages that are often done in pre-production include 3 things, namely synopsis, script and storyboard. Later in this article, we will discuss in detail how the three stages of the process are created.

Keywords: *concept, designing, video profile, Fashion Program.*

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I. INTRODUCTION

During this time, the Fashion Management study program does not yet have its own study program profile, or is still joining at the faculty level or at the department level who is joining the Culinary program. This causes the profile of the Fashion Program to not be able to explain in detail about the profile of the Fashion Program itself, so that information can be conveyed only a little, whereas in the Fashion Program many things can be conveyed, both regarding vision and mission, human resources, facilities and infrastructure, achievements and activities of the students of Fashion Program and so on. In promotional activities or presentations it is very necessary to display the Fashion Program, both at home and abroad.

In the study, a special profile video design will be made for the Fashion Program, so that it will be more flexible in displaying the profile of the Program. For the creation of the video design, the Fashion Program profile required a concept

for its design. With the existence of a clear or detailed concept, the design of the video profile of the Fashion Program will be as expected. In the method of creation there are 3 stages of production known, namely the stages of pre-production, production, and post-production. Thus the research will be discussed at the first stage only, namely the pre-production stage. Based on this introduction, there are a number of studies discussed relating to the title of this article. The discussion covers understanding concepts, video profiles, and designing video profiles.

Literatur Review

The term concept comes from the Latin conceptum, meaning something that is understood (<https://id.wikipedia.org/>). The concept according to Kamus Besar Bahasa Indonesia is design (<https://kbbi.web.id/>). In accordance with the definition of the concept according to the Kamus Besar Bahasa Indonesia it means design, so what is meant by

the concept in this article is the design in making a profile video of the Fashion Program. This design is very much needed as well as something that will determine the outcome of the video profile created.

Profile Video

Video is a media that is able to display both images and sound at the same time. Video media is one type of audio visual media. Audio visual media is media that relies on the sense of hearing and the sense of sight. And basically the essence of the video is to change an idea or ideas into a show that contains images and sound.

If you see from the types of videos, the profile videos of the Fashion Program are included in the video presentation or video that aims to communicate ideas or ideas. Profile videos are included in digital videos because they include products from the computer or multimedia industry. According to (Haryoko, 2012) Video Profiles are very effective media that are used to promote regions, products, and promote a particular company. Video profile is a recording that is displayed on audio media in other visual forms, which is used to fill the profile of an agency, region and even tourist attractions. In this case the profile video that is displayed is the profile of the Fashion Program Department of Industrial Technology Faculty of Engineering, Universitas Negeri Malang.

II. METHODS

The creation method used in designing the profile videos of the Fashion Program is through the stages of pre-production, production, and post-production. In accordance with the title of this article, namely the Concept Designing Of Video Profile Fashion Program

Universitas Negeri Malang, the method for its creation is only limited to the pre-production stage or to the planning stage, as a step to carry out the next stages and in subsequent research. In the pre-production stage, it is very crucial for success in designing the profile video. In essence, the purpose of pre production is to prepare everything so that the production process can run according to the concept and produce a digital video work in accordance

with expectations (andromeda1993.blogspot.com).

In the concept of designing a video profile for a Fashion Program video, there will be 3 things, namely synopsis, script and storyboard. This is according to Arni (2018) that the concept of making pre-production videos includes synopsis, scripts, and storyboards. These three things will be described below:

Synopsis

Synopsis is any event that can be concluded in a concise form that is concise and clear. In the synopsis there is a shortening of the story without losing its important elements. Synopsis is needed so that in making a video presentation it has a systematic and clear storyline.

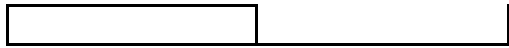
Synopsis is a summary of a story or film, or this synopsis is needed to provide a concise and concise description of the theme or subject matter to be worked on. The main goal is to make it easier for the customer to grasp the concept, consider the appropriateness of ideas with the objectives to be achieved and determine their agreement. In simpler terms a synopsis can be interpreted as a summary of the story. In its writing, it is not described in long sentences but only a few sentences, but is included in it: themes, events and flow packaged with sentences that are simple and easy to understand (<https://zoeproduction.blogspot.com/>).

Script

In making film and video programs, script is a list of events that will be presented picture by picture. The script writing format for film programs and video programs is in principle the same, namely in the form of skeletons or two-columned pages; the left to display the visualization and the right for everything related to sound, including dialogue, narration, music and sound effects. The main purpose of a program script is as a map or guideline in controlling the cultivation of material substance into a program. Below is a script creation framework:

Title:

VIDEO	AUDIO
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Source; (<https://zoeproduction.blogspot.com>)

In the video column contains all the events / events that need to be visualized in the entire contents of the film or video from the beginning to the end of the program. In the Audio column contains all audio elements in the form of a human voice (narrator or presenter), music, and sound effects

Storyboard

Storyboard is a series of sketches that illustrate a sequence (storyline) of the elements proposed to be a guide in the recording process. In pre-production activities usually made storyboards or sketches of images arranged in sequence in accordance with the script, with the storyboard can convey the idea of the story to others more easily, because it can lead someone's imagination follow the pictures

presented, so as to produce the same perception on the idea of the story . (<http://rezpektorpecintait.blogspot.com>).

Storyboard is the design of an image sketch that is equipped with instructions or notes in taking pictures for shooting needs. During the pre-production process, planning related to visualization which will then be made requires Storyboard as its assistance media.

The purpose of making this storyboard, among others, is to see whether the sequence of events to be visualized is in accordance with the story line (plot) and the sequence of learning. In addition, also to see whether the continuity (continuity) of the story line is smooth. (<https://zoeproduction.blogspot.com/>). Below is the story of making a story board for the profile profile of the Fashion Design Program:

Storyboard

Opening	Number: Scene: Background:	Narration: Duration
Core	Number: Scene: Background:	Narration: Duration
Closing	Number: Scene: Background:	Narration: Duration;

III. RESULTS AND DISCUSSION

The creation method used in this study is only at the pre-production stage, so the exposure of results is based on what is obtained at the pre-production stage. Based on the results of observations and interviews that have been carried out, the following will be presented the results of the pre-production activities carried out, namely:

Synopsis

The results obtained for a synopsis in the pre-production process in designing a profile video for the Fashion Studies Program at State University of Malang are as follows:

The visualization of this video shows the profile video of Fashion Program Universitas Negeri Malang, which was made in 3 parts, namely opening, core, and closing. Opening or is an initial activity or opening in the video profile of this Fashion Program, including the display of symbol and Logo of Universitas Negeri Malang, building of Universitas Negeri

Malang, Engineering Faculty Building, Industrial Technology Department Building, Wifi area, library etc. In core shows some laboratory facilities that are owned and student activities in them, besides that all lecturers and educational staff in the wardrobe program are also displayed. Closing, in the closing section or closing section, shows activities that are characteristic or activities that are superior to the Fashion Program. The activities include Industry Practices in Malaysia, Muri Records, Grand show and Exhibitions from Fashion Program universitas Negeri Malang in 2019.

(Title: Design of video Profile of Fashion Studies Program at State University of Malang)

Script

The results obtained for the manuscript in the pre-production process in designing a profile video for the Fashion Program at Universitas Negeri Malang are as follows:




Title: Designing of video Profile of Fashion Program at Universitas Negeri Malang







Stages	Video	Audio
Scene Opening	Opening Appears the symbol and logo of Universitas Negeri Malang, followed by the presentation of the title: "Profile of the Fashion Program Universitas Negeri Malang"	instrumental music
	Opening Video, Starting from the entrance gate, the Graha Rektorat building, Graha Cakrawala. Next to Engineering Faculty building, Fashion Program building which is the Industrial Technology Department building	Narrator and instrumental music
	Next, the activities of administrative staff, activities in the lecturer room, student activities in the WIFI area, activities in the theoretical lecture room, and student activities in the library room	Narrator and instrumental music
	Bring up videos of students' practical activities in the Fashion Program in the Computer Laboratory, Design Laboratory, Industrial Laboratory, and Embroidery Laboratory	Narrator and instrumental music
	Testimonies from students of Fashion Program while studying at Universitas Negeri Malang	Testimonies
	Display of Vision and Mission of Fashion Program	instrumental music
	Video of the practical activities of students Fashion Program in the Textile Laboratory and Production Laboratory	Narrator and instrumental music






Main	Scene	Table Display lists the names of Lecturers and Educational staffs of the Fashion Program along with their ranks and positions in the 2018 period	instrumental music
	Main	Appearance of each lecturer in Fashion Program (13 lecturers), along with the activities carried out	Narrator and instrumental music
		Video of all educational staffs of Fashion Program (5 Education staffs)	instrumental music
Closing	Scene	Display and video of industrial practice activities for students in the Fashion Program in Malaysia	Narrator and instrumental music
		Breaking the Muri Fashion Show record with a series of Tempe Chips in Graha Cakrawala Universitas Negeri Malang in 2019	Narrator and instrumental music
		The video showing the Grand Show from Fashion Program Universitas Negei Malang in 2019, which is the Final Work of Exhibition Courses for Undergraduate Students, and Final Assignments of Fashion Education.	Narrator and instrumental music
		The last video is a re-display of symbol and logo Universitas Negeri Malang	





Storyboard






The results obtained for the storyboard in the pre-production process in designing a profile video for the Fashion Studies Program at State University of Malang are as follows:

Number	Video	Description
1 OPENING		Video of Universitas Negeri Malang with symbol and Logo 3 seconds
2		Video Title 3 seconds
3		Opening Video, Starting from the entrance gate, Graha Rektorat building, and Graha Cakrawala building 20 seconds

4		<p>Video of the Faculty of Engineering building</p> <p>10 seconds</p>
5		<p>Video of industrial technology buildings</p> <p>3 seconds</p>
6		<p>Administrative staff activities</p> <p>4 seconds</p>
7		<p>Video of Lecturer Room</p> <p>4 seconds</p>
8		<p>Video of Wifi Area</p> <p>4 seconds</p>
9		<p>Video of theoretical rooms and activities in the classroom</p> <p>4 seconds</p>

<p>10</p>		<p>Video of student activities in the library</p> <p>4 seconds</p>
<p>11</p> <p>INTI</p>		<p>Activities in the Computer Laboratory</p> <p>8 seconds</p>
<p>12</p>		<p>Student activities in the Design Laboratory</p> <p>10 seconds</p>
<p>13</p>		<p>Activities in Industrial Laboratory</p> <p>10 seconds</p>
<p>14</p>		<p>Students activities in the Embroidery Laboratory</p> <p>10 seconds</p>

15		<p>Testimonies of students while studying in Fashion Program Universitas Negeri Malang</p> <p>15 seconds</p>
16	<p>Visi :</p> <p>Mewujudkan program studi Pendidikan Tata Busana yang unggul dan menjadi rujukan dalam penyelenggaraan pendidikan teknologi dan vokasi di bidang pendidikan Tata Busana.</p> <p>Misi :</p> <ol style="list-style-type: none"> 1. Menyempurnakan pendidikan dan pembelajaran yang berkualitas di bidang pendidikan teknologi dan vokasi di bidang busana untuk menghasilkan lulusan yang cerdas dan kompetitif. 2. Menyempurnakan penelitian dalam bidang pendidikan teknologi dan vokasi di bidang busana untuk meningkatkan daya yang inovatif. 3. Menyempurnakan kerangka kerja masyarakat yang berorientasi pada penerapan teknologi bidang busana untuk meningkatkan kemampuan dan produktivitas masyarakat. 4. Menyempurnakan tata rumah yang tangguh, akuntabel, transparan dan memperlakukan kamitran dalam rangka meningkatkan kualitas layanan. 5. Membedayakan potensi dan sumber daya Program Studi Pendidikan Tata Busana dalam rangka mendukung kegiatan triforma perguruan tinggi yang berkualitas. 	<p>Display Vision and Mission of Fashion Program Universitas Negeri Malang</p> <p>5 seconds</p>
17		<p>Student activity Lin the Textile Laboratory</p> <p>12 detik</p>
18		<p>Practical activities in the Production Laboratory</p> <p>8 seconds</p>
19		<p>Display table listing the names of lecturers and educational staff from Fashion Program Universitas Negeri Malang in 2018</p> <p>5 seconds</p>

20		<p>Video of each lecturer along with the activities carried out</p> <p>2 Menute</p>
21		<p>Video of all educational staff in Fashion Program</p> <p>1 minute</p>
22 CLOSING		<p>Display of industry practice activities in Malaysia</p> <p>13 seconds</p>
23		<p>Breaking the Muri Fashion Show record with a series of Tempe Chips in Graha Cakrawala Malang State University in 2019</p> <p>30 seconds</p>
24		<p>The video showing the Grand Show of Fashion Program Universitas Negeri Malang in 2019</p> <p>30 seconds</p>

25		<p>The last video is a re-display of the Malang State University Logo</p> <p>3 seconds</p>
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DISCUSSION

In accordance with the definition of the concept according to Indonesian Dictionary means the design (<https://kbbi.web.id/>), what is meant by the concept in this article is the design in making profile videos for the Fashion Program. This design is very much needed and something which is very decisive for the results of the video profile made. Similar opinion stated that in the process of making videos, especially in the pre-production process of making video profiles the Program requires sufficient accuracy and precision in presenting it, because in the pre-production process is very crucial to the success in making videos profile (andromeda1993.blogspot.com).

The profile video must be made as attractive as possible, because the profile video is intended for promotion, as Haryoko (2012) stated that the Profile video is a very effective media that is used to promote a particular region, product, and promote a particular company. Video profiles or other terms company profile is a creative and innovative solution for various needs, especially for promoting needs. In this case the profile video that is displayed is the profile of the Fashion Program Department of Industrial Technology Faculty of Engineering, Universitas Negeri Malang.

Thus the benefits of the profile video is to convey information to others in other words the profile video can be said as a promotional medium to convey something to the public or others with the aim that the public or others get to know more so that they will be interested in the display in the profile video. This is consistent with the opinion of Permana et al. (2017) states that video profiles are an electronic media to convey information that is

very effective in introducing a study program. Through this visual media, all information can be easily digested by all members of society. A similar opinion also stated that the video profile of a company or other institution can be used as a media of documentation as a means of delivering information and promotion that can support the profits of that agency (Martono dkk., 2018).

The results of the creation of the pre-production stage for the concept of designing a profile video for the Fashion Program of Universitas Negeri Malang has been done. The prepared concepts take the form of a synopsis, script, and storyboard. These three things have been made carefully and accurately so that the resulting profile video is as expected. Thus, it is ready to carry out the next stage of creation, namely the production and post-production stages.

IV. CONCLUSION/RECOMENDATION

For the creation of a video design profile of the State University of Malang Fashion Program, a concept is needed for its design. With the existence of a clear or detailed concept, the design of the video profile of the Fashion Program will be as expected. In the stage of making the video profile concept, then the creation method is included in the pre production. Pre-production activities include synopsis, manuscripts and storyboards. These three things must be prepared properly before going to the next stage of creation, namely the production and post-production stages.

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