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**Analysis of Skill Improvement in Video and Photo
Editing of High School Students: A Case Study of SMA 1
Sungai Raya Kepulauan**

Alfian Abdul Jalid¹, Hengky Anra², Eva Faja Ripanti³,

Novi Safriadi⁴, and Anggi Perwitasari⁵

^{1,2,3,4,5}Tanjungpura University

Abstract: Proficiency in video editing offers many advantages due to the market demand from various sectors such as pre-wedding, wedding events, religious ceremonies, office activities, schools, universities, and more. The need to document personal moments in the era of globalization is increasing. Although video editing is included in the high school curriculum, the reality is that not many high school graduates are proficient in video editing. Therefore, it is necessary to provide more intensive training to high school students so that they do not become unemployed after graduation. This research aims to evaluate the influence of training and mentoring on the improvement of video and photo editing skills among students of SMA 1 Sungai Raya Kepulauan. The study involves two groups: an experimental group that receives training and mentoring, and a control group that does not receive similar treatment. The results of this research are expected to provide a better understanding of the effectiveness of the training and mentoring program in enhancing multimedia skills among students of SMA 1 Sungai Raya Kepulauan.

Keywords: video editing, digital marketing, training.

Introduction

Video editing is highly needed as the final stage in the production process of an advertisement, as it provides the visual representation of the advertising concept after the pre-production and production stages. It is crucial for advertising media to clarify and emphasize the intended message of the created concept. The creation of advertisements clearly requires excellent video editing skills to produce videos that are understandable and attractive to consumers. Video editing is the final step in a production sequence that begins with pre-production and production. The task of editing is to combine the produced materials into a well-conceptualized video.

In today's era, video advertisements have become a complex form of media as they incorporate elements of video, audio, and their combination creates a unique ambiance or atmosphere compared to other media such as print, outdoor, or electronic media. The creation of video advertisements is important as a means of marketing the products or services offered. By showcasing video advertisements on digital platforms, products can easily be recognized by the public. Common advertising media used by clients include billboards, magazines, television, radio, and Instagram.

In the digital realm, attention must be given to the audiovisual aspects. Digital media deployment results in multimedia services. Consumers can interact directly using multimedia tools, such as leaving comments or being directed to supporting links for discussions. One of the digital media platforms used is Instagram, chosen as a promotional medium due to its widespread usage, thus reaching a broader audience. Therefore, the creation of video advertisement content must be captivating to elicit positive responses from the wider audience.

By conducting Community Service Practices (PKM) at SMA 1 in Sungai Raya Kepulauan Subdistrict, it is hoped to understand and learn the role and working process of video editing in advertising agencies on a broader scale.

Literature Review

Digital Marketing and Video Editing

Since the spread of the Covid-19 pandemic worldwide, it has brought about changes in human behavior in terms of economics, religious practices, education, and more. In terms of business, there has been an increased interest in conducting sales and marketing activities

online. Hence, businesses need to implement digital marketing strategies during the pandemic. Marketing activities that utilize digital technology are often referred to as digital marketing. Digital marketing consists of interactive and integrated marketing methods that facilitate interaction between producers, market intermediaries, and potential consumers (Purwana, Rahmi, & Aditya, 2017).

Essentially, digital marketing or online marketing refers to marketing or promotional efforts conducted through electronic devices or the internet. To implement this type of marketing, businesses can utilize search engines (Google), social media platforms, emails, or websites to reach their customers (Ratna Gumilang, 2019).

There are three important reasons for the significance of digital marketing during the pandemic: (1) People spend more time online. Covid-19 has forced us to minimize outdoor activities, resulting in more people engaging in various online activities such as learning, working, shopping, and more. As business owners, it is essential to maximize this situation by implementing effective digital marketing strategies. (2) Digital marketing is cost-effective. Business marketing budgets need to be utilized effectively, especially during challenging times like these. Compared to traditional marketing, digital marketing is much more cost-effective. Furthermore, digital marketing enables businesses to reach a wide and targeted market. (3) Decreased offline store visits by consumers. Since the pandemic, many businesses have experienced a decline in in-store visits. Local governments have also imposed operational hour restrictions to prevent virus transmission. To overcome these conditions, many businesses have shifted to using digital platforms to market their products or services (Naimah, Wardhana, Haryanto, & Pebrianto, 2020).

Another commonly used medium in digital marketing is social media, particularly Instagram. Instagram provides Business Account features that facilitate businesses in creating business profiles and optimizing their activities using this social media platform. With these features, businesses of all sizes can introduce their business profiles, gain insights into followers and posts, and promote content to achieve business goals (Rachmawati, 2018).

According to economic actors, the use of digital marketing helps them in providing information and direct interaction with consumers. Economic actors state that the use of digital marketing expands their market share, increases consumer awareness as they regularly update product information on a daily basis, and boosts sales by collaborating with marketplaces such as Shopee and Tokopedia (Febriyantoro & Arisandi, 2018).

The rise of businesses conducting online sales and marketing poses a threat to conventional (offline) economic actors. This compels economic actors to engage in online activities. One group that has not fully utilized digital marketing technology for marketing purposes is high school students in Sungai Raya Kepulauan Subdistrict, Bengkayang Regency, West

Kalimantan. There are several obstacles faced by high school students in Sungai Raya, such as a lack of knowledge and understanding of digital marketing as a means to attract consumers and expand marketing reach. Additionally, there is a lack of guidance for high school students to transition from conventional to digital marketing. Based on these obstacles, it is essential to provide training and mentoring in digital marketing specifically for high school students in Kapur Village, Sungai Raya Subdistrict.

Methods

The implementation method will involve mentoring and training aimed at opening marketing opportunities for high school students in Sungai Raya Kepulauan Subdistrict in the online world, so that products from Sungai Raya Subdistrict can compete in the global market. The participants will gain knowledge and learn various simple techniques to market their products online through the techniques and understanding provided during the training and mentoring.

The instructor for this training and mentoring program will be a Digital Media Practitioner who has successfully built an online marketing-based business. The target participants for the training include high school students or equivalent.

The mentoring will take place offline for a duration of 3 months, divided into several session activities. The training and mentoring stages consist of several activities:

1. Introduction to Digital Marketing: This activity introduces the concept of digital marketing and its business opportunities.
2. Copywriting, Packaging, and Branding: Participants learn to create compelling promotional messages, product packaging, and branding.
3. Product Promotion and Documentation: This activity covers techniques for capturing product photos, designing logos and content, creating advertisements, and making marketing videos.
4. Introduction to Social Media: Participants learn how to utilize social media platforms (Facebook, Instagram) as marketing tools and create engaging captions for their products.
5. Introduction to Marketplaces: This activity focuses on introducing and building personal marketplaces and utilizing existing platforms like Shopee and Tokopedia.
6. Training on Video Editing Application (CapCut): Participants learn how to use video editing applications to enhance their marketing materials.

These activities are divided into 10 training modules, which include:

1. Introduction to Video and Photo Editing Applications.
2. Basic Techniques of Video/Photo Production.
3. Designing Logos, Content, and Product Ads using Canva.
4. Introduction and Scriptwriting as a Pre-production Stage for Videos.
5. Creating Marketing Videos.
6. Training on Video Editing Application (CapCut).

By providing comprehensive training and mentoring, the aim is to equip high school students with the necessary knowledge and skills to effectively market their products online and compete in the global market.

This study used a quasi-experimental design with the selection of an experimental group and a control group. The experimental group consisted of 30 high school students who received training and mentoring for a period of 3 months, while the control group consisted of 30 high school students who did not receive similar treatment. Prior to the training, an initial evaluation was conducted to measure the level of video and photo editing skills in both groups. After the training was completed, a final evaluation was conducted to assess the improvement in students' skills.

Findings

The data analysis results indicate a significant difference between the experimental group that received training and mentoring and the control group that did not receive similar treatment in improving the editing video and photo skills of high school students.

In the experimental group, there was a significant improvement in editing video and photo skills. The average skill score of students in the initial evaluation was 65.86, which increased to 78.92 in the final evaluation after participating in the training and mentoring. This demonstrates that training and mentoring positively contribute to enhancing students' skills in editing video and photo.

Figure 1. Experimental Group Table

Group	Initial Evaluation	Final Evaluation
Experimental	65.86	78.92

On the other hand, in the control group that did not receive training and mentoring, there was an insignificant improvement in editing video and photo skills. The average skill score

of students in the initial evaluation was 67.21, which increased to 69.54 in the final evaluation. This difference indicates that the factors of training and mentoring have a significant influence on improving the editing video and photo skills of students.

Figure 2. Control Group Table

Group	Initial Evaluation	Final Evaluation
Experimental	67.21	69.54

The data analysis using an independent t-test shows that the difference between the experimental group and the control group in the improvement of editing video and photo skills is significant ($p < 0.05$). This suggests that training and mentoring have a significant positive impact on enhancing the skills of editing video and photo in high school students.

In conclusion, it can be inferred that training and mentoring are effective in improving the editing video and photo skills of high school students. This research provides a better understanding of the importance of training and mentoring in developing students' multimedia skills and can serve as a basis for educational institutions to develop similar programs aimed at enhancing the editing video and photo skills of high school students.

Conclusion

Based on the findings of this research, it can be concluded that training and mentoring are effective in enhancing video and photo editing skills among high school students. The training and mentoring program, which involves practical learning and instructor guidance, has a positive impact on the development of students' multimedia skills. This research provides a foundation for educational institutions to develop similar training programs aimed at improving video and photo editing skills among high school students.

The training activities can be successfully implemented, starting with the training on Introduction to Editing Reels Video Content using the CapCut App, Creating Logos Using the Canva Application, Copywriting Techniques, Utilizing the Internet and Google as Marketing Media, and Practicing Creating a Google My Business Email and Website. There were 30 participants who actively participated, and in the final session, the participants successfully created video content for their products ready for promotion.

For future training sessions, it is suggested to expand the coverage and include the following topics:

1. **Advanced Video and Photo Editing:** Teach participants more advanced techniques in video and photo editing, including special effects, transitions, and in-depth color grading.
2. **Marketing using Facebook Ads and Instagram Ads:** Provide participants with an understanding of paid marketing through platforms like Facebook Ads and Instagram Ads to enhance the reach and effectiveness of product promotions.
3. **Product Marketing through Marketplaces:** Teach participants how to effectively utilize marketplaces such as Shopee, Tokopedia, or other platforms to market their products.

By incorporating these topics, the training will become more comprehensive and provide participants with a broader knowledge and skills in digital marketing.

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