DESIGNING A VIDEO COMPANY PROFILE TI USS AS A MARKETING MEDIA BASED ON CONSUMER PERCEPTION

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Abstract: Nowadays, marketing is done a lot. The same thing was done by the TI USS Department. The marketing carried out is in the form of flyers, pamphlets, advertisements. However, until now this media method has not been considered effective in attracting consumers. Therefore, a research idea emerged to design a company profile video as a marketing medium. However, the design is based on consumer perception. There are ten attributes used in this research. These attributes include Facilities, Characteristics, Quality of Learning, Vision and Mission, Costs, Achievements, Accreditation, Strategic Location, Online Learning, Sentence Invitation. Then the 10 attributes were ranked to obtain the top 3 attributes, namely accreditation, strategic location and cost. These attributes require a correlation test on the characteristics of the respondents. It was found that accreditation was significantly correlated with the respondent's education level. Meanwhile, the nine attributes are not correlated. For this reason, further research needs to be carried out to review other factors. These factors include exploring interests and talents, parental support factors and career expectations factors.

Keywords: Marketing, Company Profile, Consumer Perception

1. Introduction

Nowadays, the need for an engineer is very necessary. Moreover, an engineer who has extensive knowledge in all fields. One of the engineers needed is from the industrial engineering study program. Where the study program not only studies technical knowledge but also management skills and even marketing. One of the universities in Solo that has this study program is Sahid University Solo.

Based on data collected from interviews, it was found that Industrial Engineering students at Sahid University Solo for regular classes were at the lowest level among other study programs. However, it is inversely proportional to the Level Transfer class students where the number of students is very high. This was triggered by the lack of information about this study program, descriptions of graduates in the industrial world. Because of this lack of information, doubts also arise about choosing this study program as a place to gain knowledge.

This study program has implemented various methods, one of which is promotional media in print media and online media in the form of flyers, pamphlets, advertisements. However, up to now, this promotion/marketing media has not been considered effective in attracting consumers.

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Technological developments in the world are growing very rapidly. By reflecting on this matter, human life is made easier in various aspects. All activities become fast and efficient thanks to technology. Currently, many institutions are trying to increase productivity in the field of company promotion through the use of information technology. One of the developments in information technology that has developed quite recently is the creation of company profile videos as an identity and promotional media for an agency.

This research will show how to develop a marketing model with a more specific company profile video title, namely the Sahid University Surakarta Industrial Engineering Company Profile Video. The marketing model developed is by considering consumer perceptions. From this research, it is also hoped that it can provide appropriate strategies, especially in video design, so that in marketing the video can become a promotional medium that is more popular with consumers. The hope is that this Video Company Profile can be used to increase brand awareness, communicate the sahid university of Surakarta industrial engineering study program to the public.

2. Literature Review

Digital Marketing

Marketing (Maidasari et al., 2021)is one of the main activities carried out by companies as business actors to maintain business continuity, develop and make a profit. Marketing activities include serving and satisfying consumer needs which are carried out in order to achieve the Company's goals.

Digital marketing (Diansyah & Khabibah, 2021)is the process of offering products, both goods and services, through digital media online. Online or online-based marketing is called digital marketing. Online marketing can also save advertising costs because it can be implemented directly and at no cost. This shows the importance of a business collaborating with a digital marketing strategy in supporting marketing performance.

One marketing strategy is carried out using media published via social media platforms or pamphlets. However, research conducted by (Fanny Setyawan & Khabibah, 2022)revealed that promotional media using word of mouth and media published via social media platforms or pamphlets were considered less effective. This is because the promotional media is considered very limited and cannot explain in detail the product or company identity.

Company Profile

One of the developments in information technology that has developed quite recently is the creation of company profile videos as an identity and promotional media for an agency. According to (Hidayat & Suwarno, 2023)a company profile is considered an asset owned by every company. Company Profile is an identifying characteristic for companies in establishing good relationships and can be used as a supporting strategy for information and promotion, especially in marketing strategies in the digital era.

Company Profile Video by (Eko Valentino et al., 2020) is defined as a series of information about the company profile, starting from history, vision and mission, product range or place. with audio-visual format in the form of video footage enhanced with animation and graphic displays, musical illustrations that match the narrative.

Meanwhile, research conducted by (Nugroho & Kurniawan, 2022)explains that the design of making a company profile video as a digital promotional media for PT. FGI can increase public trust. Apart from that, it was concluded that the company profile video was rated with very good criteria of 87.6%, so it could be relied on to be used as public promotional media.

Consumer Perception

Consumer perception is defined (Suhartini et al., 2020) as what arises within a person as a result of feelings that are influenced by physical, visual or verbal communication in seeing and feeling each object.

According to (Ali Anhar et al., 2020)perception is built on the basis of a process of receiving, selecting, organizing, and giving meaning to the stimuli received. However, this process does not only involve providing meaning but will influence the behavior that will be chosen in accordance with the stimuli received from the environment. So it can be concluded that each consumer has different perceptions and points of view.

3. Method

The research was carried out based on a flow diagram as in Figure 1. Determining product attributes was carried out through preliminary interviews with several respondents as well as previous literature studies.
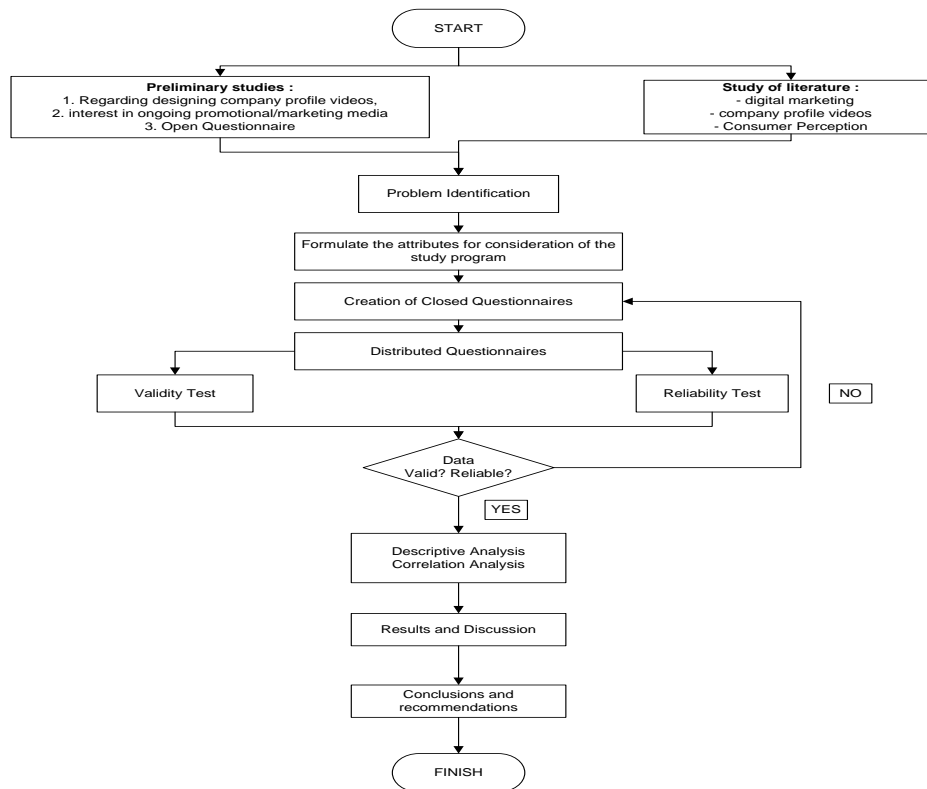
Figure 1:Research Flow Diagram

The respondents selected were respondents consisting of 2 categories, namely: parents and teenagers. The characteristics of the respondents are as follows:

a. Parent. The characteristics of these respondents are aged 35 years and over. These respondents were chosen because they provided informative support. This includes providing advice, instructions, suggestions, information and feedback.

b. Teenager. The characteristics of the respondents are aged 17 to 25 years. These respondents were chosen because they are also the decision makers. In this case, decision making regarding majors can be explained as the steps taken to choose one option from various options related to individual development from school to entering the world of work.

Based on the results of interviews and literature studies, ten attributes were obtained that will be studied based on consumer perceptions. Data was obtained from around 65 respondents. Where the population includes parents and teenagers. The sampling technique used was Quota

Sampling. Samples were taken by giving a number (quota) for each group of respondents. In this study, the sample for the youth group was 75% and for parents it was 25%. In this research, the questionnaire was divided into 2 parts. The first part is a statement regarding the priority order of the attributes to be considered when choosing a study program/major. The second is the respondent's statement regarding the choice of study program/major

4. Result and Discussion

The following is some data related to consumer characteristics that is used as information in determining market segmentation in marketing products. Some of the characteristics used in research are gender, highest level of education and age. The largest number of respondents were aged 17 – 25 years, namely 46 respondents or 70.8%. Shows that there are more female respondents than male respondents, showing a figure of 60% or the same as 39 respondents. Meanwhile, at the last educational level, the largest number of respondents were high school and equivalent, showing a figure of 60% or the same as 39 respondents.

Table 1: Product Attribute definition

No	Attribute Product	Definition
1.	Facility	Facility interpreted as set facilities and infrastructure support a study program , start from laboratory , room classes , and equipment support others
2.	Characteristic	Typical characteristics interpreted as mark or identity a study program compared to other agencies
3.	Quality Learning	Quality learning covers series activity activity Study teaching also alignment curriculum to plan learning .
4.	Vision and mission	Something a series of words in it there is dreams , aspirations and goals from something institution or organization .
5.	Cost	Cost interpreted as the nominal amount of money that must be issued consumers to obtain service education
6.	Performance	Achievement is defined as a series of business results that have been achieved from what has been attempted, whether by students, lecturers or alumni.
7.	Accreditation	Accreditation is interpreted as a quality standard or assessment of an educational institution, including universities and study programs.
8.	Strategic Location	Location is interpreted as A position physique in area certain
9.	Online Learning	This means the ability of educational institutions to provide online learning
10.	Sentence Invitation	A series of sentences that motivate or attract potential consumers

Based on the results of an open questionnaire to consumers as a preliminary study, attributes were obtained. These attributes are arranged in the form of question attributes(Otd & Primasanti, 2020). Then these questions are arranged in a questionnaire which is useful in considering choosing a study program. 10 Attributes were obtained, these ten things will then be studied to be able to see the attributes according to consumer perceptions. The 10 attributes are explained in the **table 1.**
After obtaining 10 attributes, respondents were asked to rank the ten attributes. The ordering is based on consumer priorities and considerations in choosing a study program. The first priority is given a value of eight while the eighth priority is given a value of one. After data processing, the results in Figure 2 were obtained

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Fasilitas	65	1.00	8.00	402.00	6.1846	1.87827
CiriKhas	65	1.00	8.00	369.00	5.6769	2.04716
KualitasPembelajaran	65	1.00	8.00	412.00	6.3385	2.07121
VisiMisi	65	1.00	8.00	380.00	5.8462	2.04046
Biaya	65	1.00	8.00	418.00	6.4308	1.74077
Prestasi	65	1.00	8.00	410.00	6.3077	1.76709
Akreditasi	65	2.00	8.00	426.00	6.5538	1.76804
Lokasi_Strategis	65	2.00	8.00	421.00	6.4769	1.82095
Online_Learning	65	1.00	8.00	385.00	5.9231	1.77929
Kalimat_Ajakan	65	1.00	8.00	356.00	5.4769	2.00864
Valid N (listwise)	65					

Figure 2: SPSS Output for Descriptive Analysis of 10 Product Attributes

Based on the sum of the scores from 65 respondents for the 10 attributes. So it was found that Accreditation had the highest score with a value of 426. Then the second attribute which was ranked second was strategic location with a value of 421. Then the next attribute which was ranked third was cost with a value of 418.

Reliability Statistics

Cronbach's Alpha	N of Items
.871	10

Figure 3: Reliability Test Results

Correlations

		Fasilitas	CiriKhas	KualitasPembelajaran	VisiMisi	Biaya	Prestasi	Akreditasi	lokasi	online	ajakan	total
Fasilitas	Pearson Correlation	1	.442**	.575**	.427**	.622**	.323**	.488**	.378**	.290*	.014	.657**
	Sig. (2-tailed)		.000	.000	.000	.000	.009	.000	.002	.019	.913	.000
	N	65	65	65	65	65	65	65	65	65	65	65
CiriKhas	Pearson Correlation	.442**	1	.501**	.570**	.472**	.458**	.409**	.271*	.320**	.262*	.676**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.001	.029	.009	.035	.000
	N	65	65	65	65	65	65	65	65	65	65	65
KualitasPembelajaran	Pearson Correlation	.575**	.501**	1	.586**	.462**	.381**	.540**	.366**	.239	.002	.677**
	Sig. (2-tailed)	.000	.000		.000	.000	.002	.000	.003	.055	.986	.000
	N	65	65	65	65	65	65	65	65	65	65	65
VisiMisi	Pearson Correlation	.427**	.570**	.586**	1	.488**	.582**	.489**	.404**	.322**	.318**	.758**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.009	.010	.000
	N	65	65	65	65	65	65	65	65	65	65	65
Biaya	Pearson Correlation	.622**	.472**	.462**	.488**	1	.534**	.602**	.573**	.373**	.166	.769**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.002	.187	.000
	N	65	65	65	65	65	65	65	65	65	65	65
Prestasi	Pearson Correlation	.323**	.458**	.381**	.582**	.534**	1	.695**	.369**	.334**	.349**	.741**
	Sig. (2-tailed)	.009	.000	.002	.000	.000		.000	.002	.007	.004	.000
	N	65	65	65	65	65	65	65	65	65	65	65
Akreditasi	Pearson Correlation	.488**	.409**	.540**	.489**	.602**	.695**	1	.453**	.341**	.231	.771**
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000		.000	.005	.064	.000
	N	65	65	65	65	65	65	65	65	65	65	65
lokasi	Pearson Correlation	.378**	.271*	.366**	.404**	.573**	.369**	.453**	1	.477**	.269*	.676**
	Sig. (2-tailed)	.002	.029	.003	.001	.000	.002	.000		.000	.030	.000
	N	65	65	65	65	65	65	65	65	65	65	65
online	Pearson Correlation	.290*	.320**	.239	.322**	.373**	.334**	.341**	.477**	1	.587**	.630**
	Sig. (2-tailed)	.019	.009	.055	.009	.002	.007	.005	.000		.000	.000
	N	65	65	65	65	65	65	65	65	65	65	65
ajakan	Pearson Correlation	.014	.262*	.002	.318**	.166	.349**	.231	.269*	.587**	1	.477**
	Sig. (2-tailed)	.913	.035	.986	.010	.187	.004	.064	.030	.000		.000
	N	65	65	65	65	65	65	65	65	65	65	65
total	Pearson Correlation	.657**	.676**	.677**	.758**	.769**	.741**	.771**	.676**	.630**	.477**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65	65	65	65	65	65

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Figure 4 : Validity Test Results

To obtain data regarding consumer perceptions of a major/study program, a questionnaire was conducted. This questionnaire consists of data on a Likert scale with a value of 1 - 4 for answers of strongly disagree, disagree, agree and strongly agree. There are ten statements that respondents must answer regarding their perceptions and considerations in choosing a study program. The ten statements are still related to the 10 attributes determined at the beginning. The data from distributing the questionnaire has gone through reliability and validity tests. The validity test shows whether the questionnaire is able to measure what should be measured,

while the reliability test shows the consistency of the measurement results even though it is used to measure many times. The results of the reliability and validity test using SPSS version 25 can be seen in **Figure 3** and **Figure 4.** Based on **Figure 3**, the Cronbach's Alpha value is 0.871 which is greater than 0.6 so that the questionnaire can be declared reliable in data collection. The validity test shown in **Figure 4** shows that the Pearson Correlation value in the Total column is 0.657 which is greater than 0.244 for each statement. This indicates that each questionnaire item is declared valid in measuring consumer perceptions of a major/study program.

Correlation Test

Correlation test done to see connection between characteristics respondents form type gender, age and latest education level to evaluation attributes that have been _ determined previously including : facilities , features typical , quality learning , vision & mission , costs , achievements, accreditation , location strategic , online learning, and sentences invitation . After Correlation test was carried out using the method correlation Pearson obtained accreditation sig value (2 – tailed) = 0.000. That thing state that accreditation correlated in a way significant to level education Where mark *Pearson correlation* is 0.502. That thing can seen in **Figure 5** with the results shown in **the box red** .

Figure 5:Correlation Test Results

Result And Discussion About Correlation Test

In testing of correlation, a Pearson correlation test was carried out between gender and the attributes that influence interest in determining a study program, and a significance value above 0.05 was obtained. This is also shown by the average significance value of 0.476. This can be interpreted that the consumer's gender does not influence a person's interest in choosing a study program. This is also in line with research conducted by ((Galih Alpha & Warmi Attin, 2018) that gender shows a value of only 3.3% of interest in entering college.

In testing the influence, a Pearson correlation test was carried out between age and the attributes that influence interest in determining a study program, and a significance value above 0.05 was obtained. This is also shown by the average significance value of 0.381. This can be interpreted that the consumer's age does not influence interest in choosing a study program.

This can happen because teenage children (high school/vocational graduates) tend to have a low interest in continuing to higher education and still do not know their goals in continuing to higher education. This is because friends' environmental factors are the dominant factor in considering continuing to higher education. This factor does not take into account the ten attributes used in this research. This is in line with research conducted by (Ika Zulfa et al., 2018) where relationships are considered to be something that really influences a person's well-being. Both in character and personality formation and even decision making. Peers can provide information and influence outside the student's home. The higher the intensity of meetings between students at school, the greater the influence on the learning atmosphere and decisions taken. Apart from that, research conducted by (Azka Azkiya, 2020)explains that the peer environment has a positive and significant influence on the interest in continuing education to higher education.

If we look at the data on the characteristics of respondents, there are ages 36 and over who are in the elderly category. In research by (Listiowatty, 2021).From the results of this research, it was revealed that there were a number of children who chose college majors based on their parents' considerations. They tend to follow their parents' instructions for various reasons. But unfortunately they are obedient to their parents, and they are willing to do anything just to make their parents happy. This reflects the characteristics of eastern culture which highly values family values and manners.

In research conducted by (Nurrohmatulloh, 2016)it is explained that parents do not pay too much attention to the attributes that accompany the selection of study programs. They tend to have the basis that when sending their children to school they are oriented towards a bright future. This means that there is a tendency that the higher the future orientation that parents have, the higher the individual's interest in continuing their studies at university.

In testing the influence, a Pearson correlation test was carried out between the level of education and the attributes that influence interest in determining a study program. It was found that the significance value for the accreditation attribute was 0.001, this is below the value of 0.05. This is also shown by the Pearson correlation value of 0.502. The negative sign on this value means that the higher the respondent's education level, the less attention they pay to accreditation factors.

Through this research, it was found that the attributes considered for selecting a study program were not significantly correlated with the characteristics of the respondents. However, in line with the aim of this research, namely how to design a video based on consumer perception, the researcher paid attention to the ranking of the ten product attributes. The top 5 are accreditation, strategic location, then cost, quality of learning and finally achievement. So, in preparing and designing a company video, these five attributes will be highlighted. With the aim of being a marketing medium, the quality standards of an educational institution, then where the institution is located, costs and the quality of alumni and lecturers need to be highlighted. With the hope that highlighting these attributes can be in line with perceptions circulating in society so that consumer interest will increase.

Apart from that, it is hoped that through further research we can consider other factors or attributes. The attributes/factors that can be used in further research are the factors of exploring personal interests and potential. Second is the motivation and encouragement factor from parents and peers. The three factors are expectations and Future career opportunities, which means what the hopes of prospective students or parents are regarding the opportunities for a bright future when they want to continue to college.

5. Conclusions

Based on the results of the research and discussion, the following conclusions can be drawn in this research:

1. In the influence test, a Pearson correlation test was carried out between gender and the attributes that influence interest in determining a study program. The significance value was above 0.05. This is also shown by the average significance value of 0.476. This can be interpreted that the consumer's gender does not influence a person's interest in choosing a study program.
2. In the influence test, a Pearson correlation test was carried out between age and the attributes that influence interest in determining a study program. The significance value was above 0.05. This is also shown by the average significance value of 0.381. This can be interpreted that the consumer's age does not influence interest in choosing a study program.
3. In the influence test, a Pearson correlation test was carried out between the level of education and the attributes that influence interest in determining a study program. It was found that the significance value for the accreditation attribute was 0.000, this was below the value of 0.05. This is also shown by the Pearson correlation value of 0.502.
4. By looking at the top 5 ranking attributes determined by respondents which include accreditation, location, cost, quality and also achievement. So in designing this company video, we will prioritize and highlight these five factors. With the hope that the 5 factors that become consumer perceptions when considering a study program will increase interest.
5. Apart from that, it is hoped that through further research we can consider other factors or attributes. The attributes/factors that can be used in further research are the factors of exploring personal interests and potential. Second is the motivation and encouragement factor from parents and peers. The three factors are expectations and future career opportunities, which means what the hopes of prospective students or parents are regarding bright future opportunities when they want to continue to college.

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