

# Development of Ad Videos as Instagram Reels Content Using the Adobe Premiere Pro Application at PT. Air the Best Langga, Kepanjen Branch

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**Received : 06 September - 2024**

**Accepted : 26 September - 2024**

**Published online : 07 October - 2024**

## Abstract

The existence of the internet and digital technology has changed the way companies interact with customers. This shift has opened up huge opportunities for promotions, allowing businesses to connect with their audiences more easily and effectively. This research aims to develop Instagram reel ad videos using Adobe Premiere Pro for PT. Air The Best Langga, Kepanjen branch office. This research was action research. The data collection was conducted by observation, interviews, questionnaires, and documentation. The EPIC model was employed to analyze the effectiveness of the videos to determine their feasibility for posting on Instagram reels. The research unit comprised 2 marketing experts, 2 computer experts, 1 company owner, and 10 consumers. The results showed that the advertising video fell into the highly effective category, with a calculated score of 4.54 for the overall EPIC rate average. This indicated that the video was suitable for publication. The conclusion obtained from this research is that the advertising videos are feasible to use and can be published as advertising media for PT. Air The Best Langga, Kepanjen branch. It is expected that the company can use the video as an advertising medium on its Instagram account. The company also has to monitor and maintain posts, and keep up with trending updates on Instagram.

**Keywords:** Advertisement, Video, Social Media Marketing

## 1. Introduction

In recent years, the world of marketing has experienced a significant transformation with the emergence of the digital era. The existence of the internet and digital technology has changed the way companies interact with customers. This shift has opened up huge opportunities for promotions, so businesses can connect with their audiences more easily and effectively. Video ads, in particular, have become a powerful tool (Nasrullah, 2015). They're engaging, easy to share, and can quickly grab people's attention (Priansa, 2017). By using video advertising in their promotions, companies can improve their brand (Budiargo, 2015). So, the creation of video content in the process of marketing digitization has become an inevitable trend in this information age (Sugiarto et al., 2003). According to Tjiptono (2014) marketing is a process of creating, distributing, promoting, setting prices for goods and services, and ideas in exchange relations that can satisfy customers. Therefore, investing in a marketing strategy that is responsive to market trends is a smart and progressive move (Rangkuti, 2013). By utilizing technology and digital platforms that are currently popular, companies can expand



their reach and target audiences more effectively, especially in terms of advertising (Sharma et al., 2017).

Advertising is a common promotional method used by companies to market their products or services. Tjiptono & Diana (2020) explained that advertising is a form of indirect communication that focuses on information about the advantages or benefits of a product. Ads are designed in such a way as to cause a positive impression, which can influence someone to make a purchase. Thus, advertising becomes one of the important strategies in efforts to promote the company's products or services.

According to Kotler and Keller (2016), promotion is all forms of communication carried out by an organization/company to consumers with the aim of conveying information about products/companies, with the aim that have the desire to buy. Given the development of digital processes, the use of digital platforms in promoting a product is a trend today, where it can be done for free or paid.

Modern marketing utilizes digital platforms in the process of marketing digitization (Ramadhan & Khabibah, 2021). According to Rosita et al. (2020) digital marketing is a technological collaboration in expanding the target market for products, both goods and services. By leveraging digital platforms, companies can quick respond to market trends and needs, and create more scalable and responsive campaigns (Armstrong & Philip, 2012).

Currently, the short video trend is experiencing spectacular growth in Indonesia. According to Silvia et al. (2020) video can present information that describes a process correctly in teaching skills, abbreviating and developing time and can influence attitudes. This is influenced by interest, where the impressions displayed by a video can attract someone's passion (stimulus) to listen deeper. The existence of video can facilitate the absorption of information provided (Anderson, 2020). Thus, the phenomenal growth of short video trends in Indonesia not only creates new opportunities in disseminating information effectively, but also reinforces the important role of video advertising as a key tool in modern marketing strategies (Wijaya & Prastuti, 2020).

Video advertising can be one of the efforts in implementing modern marketing strategies. According to Permana (2012) promotional videos or advertising videos are videos that are used to promote or advertise something. Its characteristic is to promote something in detail with a longer duration because the shooting process for promotional videos is taken periodically from the object you want to promote so that the results of the video become detailed and include all things related to the object (Winarno, 2013). After the creation of an advertising video, there needs to be a platform to upload the video, which is commonly known as social media (Pratama & Khabibah, 2021). In this case, the use of social media is one of the crucial aspects as an effort to promote the uploaded video.

The use of social media is a strategy that not only builds consumer engagement, but also creates opportunities for direct interaction. Social media is an online media that operates using technology with the aim of making changes in terms of communication that used to only be one-way now becomes two-way or can be referred to as interactive dialogue (Nabila et al., 2020). In other words, the existence of social media becomes an ease for sellers and buyers to interact.

One social media platform that has a significant role in this context is Instagram. According to Sulianta (2015) Instagram is an internet-based service as well as a social network for sharing information via digital images. Gadget users often use this network to directly share information about themselves. Often people use it to sell online. According to the We Are Social report, the number of Instagram users in the world is estimated to be 1.32 billion as of January 2023, where Indonesia is in fourth position with the most users of 89.15 million

active Instagram users. From this data, the use of Instagram as social media in digital promotion campaigns will reach more audience.

In the Instagram application, there are various features, one of which affects the reach of the audience, namely Reels. Reels is an Instagram feature that works similar to Tiktok. This similarity is in the form of a collection of short videos with an interface similar to the fyp (for your page). There are various kinds of video content that can be presented on the Instagram reels feature such as advertising videos, facilities of a service offered. In video content, there needs to be an interesting strategy so that it can influence the attitude of the audience.

In the process of designing videos, of course, there are various ways that cannot be separated from the existence of software that can help in the process of making videos that will be compiled. Adobe Premiere Pro as software for video editing, for the reason that it is easy to import various types of video formats and has a very simple appearance to use combining various elements in video management to produce an attractive video. Therefore, it is important for a company to understand the dynamics of the digital environment and utilize Instagram's potential as an object of research.

PT. Air The Best Langga Probolinggo is a company operating in the education sector in the form of tutoring which was founded by Mr. Basuki Wiyono and Mr. Risa Rauzi Shafar. PT. Air The Best Langga Probolinggo was founded in 2010. The head office is located on Jl Mayor Jenderal DI Panjaitan No.3A, Sukabumi District. Mayangan, Probolinggo City, East Java 67219. , with a background of good intentions to guide and motivate students from SD/MI, SMP/MTs, SMA/SMK/MS and Alumni/Gap Year who want to enter a higher level. and maximum results in terms of knowledge, attitude and skills are the trigger for establishing Airlangga's learning guidance & motivation (BMB). PT. Air The Best Langga Probolinggo currently has 23 branches throughout Java. One of which is in Kepanjen.

PT. Air The Best Langga, Kepanjen Branch as a research subject faces challenges to continue to innovate in marketing its service products. PT Air The Best Langga is a company engaged in education in the form of tutoring which was established in 2010 with a background of good intentions to guide and motivate students of SD/MI, SMP/MTs, SMA/SMK/MS and Alumni/Gap Year who want to enter a higher level, and maximum results both in terms of knowledge, attitudes and skills are the trigger for the formation of Airlangga's guidance & learning motivation (BMB). Until now PT Air The Best Langga has 23 branches throughout the island of Java, one of which is the Kepanjen branch which is the location of this research with an address at Jl. Panglima Sudirman No.1, Ketawang, Ngadilungkung, Kec. Kepanjen, Malang Regency, East Java 6516.

PT. Air The Best Langga Kepanjen Branch has been promoting their service products through Instagram since 2016 with total followers until 2024 amounting to 3843 and engagement of 8.5%. By utilizing social media, this company effectively promotes its products. Based on the image above, after analyzing some of the Instagram reels content, it's apparent that the focus is primarily on viral song content, lacking in showcasing the facilities provided. Also, the video quality of the Reels content uploaded is not clear, as some of the uploaded content is not set to "upload at highest quality" and this causes the quality of the uploaded videos to drop. From the results of interviews with the marketing manager of the Kepanjen branch, the phone used is an Android from a Samsung Galaxy A13 whose video quality is the highest at 720p so if it is not set to "upload at high quality" then the video quality drops to 360p.

Another reason for the need to develop Instagram reels content is because many competitors also rely on digital promotions using Instagram, therefore the engagement obtained must be better, which initially during the month of May total engagement was 330

with a total of 3841 followers, an engagement rate of 8.5% was obtained, which is the result it is less satisfying when compared to the number of followers it has. Based on the problems above, it is necessary to develop Instagram reels content that focuses on the facilities and activities at PT. Air The Best Langga Kepanjen Branch Office.

Adobe Premiere Pro is application that help to create an attractive video is already proved by result of previous study, "Promotional Media Using Adobe Premiere Pro CC for Making Ad Videos on a Pair of Shoes and Care Malang". Based on the background above, the benefits of research for students are to help introducing PT. Air The Best Langga, Kepanjen Branch Office service products, and adding insight into the use of the Adobe Premiere Pro application for Instagram reels content development.

## 2. Methods

The scope of this research is promotion using advertising video media at PT. Air The Best Langga Kepanjen Branch which will later convey information about what facilities and activities will be obtained by students who taking courses at PT Air The Best Langga. Adobe Premiere Pro is chosen as the video creation tool due to its user-friendly interface and ease of mastery, eliminating the need for complicated programming.

This research uses action research methods, which is a research approach on phenomena that occur in related communities.

1. The unit of analysis in this study there are 4 types of respondents, namely:
2. Computer Experts: aim to help know and assess quality videos that have already been created. The number of computer experts needed is 2 people.
3. Marketing Experts: aim to help find out and assess the quality of promotion delivered in videos. The number of marketing experts needed is 2 people.
4. Owner: aims to find out the match of the video. The number of owners is 1 person.
5. Consumers: aiming to find out whether the video can attract attention for consumers. The number of consumers needed is 10 people.

In this study, primary data were obtained from direct observation and interviews with the owner of PT Air The Best Langga. In addition, data is also obtained directly by providing it to respondents using questionnaires. In this case, respondents are computer experts, marketing experts, consumers, and business owners. This research uses secondary data obtained from the internet, journals, and books that can be used as data to support research activities. Data obtained from this observation activity can find out promotional activities, products and facilities offered, and the location of research objects. Data obtained from interviews with the owners of PT Air The Best Langga are company profiles, data about services and facilities offered.

According to Halifa and Novita (2023) "Documentation comes from the word document, which means written goods". Documentation is a method of collecting data by recording data from existing documents (Parnawi, 2020). Documents can be in the form of writing or images (Arikunto, 2010). Data obtained from documentation are photos of service processes, photos of the process of facilities offered. Data obtained from questionnaires include respondents' feedback on the creation of video ads using Adobe Premiere Pro.

This research questionnaire is about the development of Instagram reels video content as an advertising medium to attract potential customers to PT. Air The Best Langga Kepanjen Branch Office. This questionnaire uses the Epic Model with the aim of measuring the effectiveness of Instagram reels content as well as the extent to which video ads are effective in promoting PT. Air The Best Langga Kepanjen Branch Office. This questionnaire will be

distributed to 15 respondents, consisting of 1 business owner, 2 computer experts, 2 marketing experts, and 10 consumers.

The questionnaire will be distributed to each unit of analysis, corresponding to the number of individuals identified in each category. Responses gathered will then undergo analysis, employing the Likert scale for measurement. This method is used with the aim of knowing the Development of Ad Videos as Instagram Reels Content Using The Adobe Premiere Pro Application at PT. Air The Best Langga, Kepanjen Branch has been at the request of the Company and is eligible as a video ad for promotion or not. This study used the Likert Scale as a measurement standard. It is an effective technique in evaluating programs or policies (Fadila, 2020). Also helping to measure the attitudes, opinions, and perceptions of a person or group toward social events or symptoms (Rahayu & Saputra, 2020).

### 3. Results and Discussion

#### 3.1. Result 1 about figures

The initial observation carried out was by conducting a direct interview with the owner of PT. Air The Best Langga and head of the Kepanjen branch according to the initial observation guide interview attached. Data collected from interviews include marketing carried out at PT. Air The Best Langga focuses on digital marketing through Instagram social media. On Instagram social media, promotional content is strengthened in the reels feature, but there is still a lack of content that shows the facilities and activities provided by PT. Air The Best Langga as study guidance. Based on the problems above, it is necessary to develop Instagram reels content that focuses on the facilities and activities at PT. Air The Best Langga Kepanjen Branch. From this research, the advertising video content which previously focused on viral songs was developed into content which aims to show success as a promotional product for PT services. Air The Best Langga Kepanjen branch. The implementation of action research by developing Instagram as promotional media are divided into two cycles. The results contain answers to research problems quantitatively and/or qualitatively in a clear, precise and complete manner that can use actual information in the form of pictures/graphs/tables/descriptions.

##### 3.1.1. Cycle I

###### 1) Planning

At this planning stage, what is being done is making an advertising video using the Instagram reels feature to inform and promote service products that focus on the facilities and activities provided by PT. Air The Best Langga (Airlangga tutoring) Kepanjen branch. The application used to edit videos is Adobe Premiere Pro. And for the duration between 30 seconds until 1 minute. Video duration is obtained from the analysis of several videos at the beginning, by looking at the insights on Airlangga's Instagram, Kepanjen branch, most of the reel videos that get high engagement are videos with a duration of less than 1 minute. Therefore, in this planning, the duration is set between 30 seconds-1 minute. In the planning stage, the pre-production process has begun.

A. Pre- production process:

1. Make observations at PT. Air The Best Langga, Kepanjen branch.
2. Discussion and interview with the branch head and branch marketing manager
3. Develop a rough plan and team
4. Prepare a storyboard and determine the cast
5. Determine the shooting location

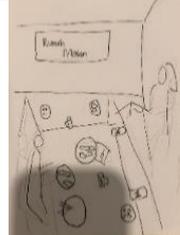
6. Search for and determine music/instruments as background sound and look for sound effects to make the video better.

**Table 1. Storyboard Ad Video 1 Cycle 1**

No.	Pictures	Description	Settings
<b>Scene 1</b>			
		In this scene shows the PT. Air The Best Langga Kepanjen Branch starting from the entrance with the cast of employees at Kepanjen.branch	Airlangga Kepanjen Office  <i>Full shot, eye level angle</i>
<b>Scene 2</b>			
		This scene shows the number of classrooms in PT. Air The Best Langga Kepanjen branch	Airlangga Kepanjen Office  <i>Long shot, eye level angle</i>
<b>Scene 3</b>			
		This scene shows the classroom and teaching and learning activities	Airlangga Kepanjen Office  <i>Medium shot, eye level angle</i>
<b>Scene 4</b>			
		This scene shows the superior facilities of <i>Airlangga bimbel</i> , namely motivational seminars	Bululawang Senior Highschool  <i>Long shot, eye level angle</i>
<b>Scene 5</b>			
		This scene shows additional tutoring activities for official programs.	Kanjuruhan's Stadium  <i>Full shot, eye level angle</i>
<b>Scene 6</b>			
		This scene shows the school assignment consultation facility	Airlangga Kepanjen Office  <i>Over shoulder shot, high angle</i>
<b>Scene 7</b>			

		This scene shows the mosque facility for Muslims	Airlangga Kepanjen Office  <i>Medium shot eye level angle</i>
<b>Scene 8</b>			
		This scene shows a mini canteen	Airlangga Kepanjen Office  <i>Extreme close up, high angle</i>
<b>Scene 9</b>			
		In this scene shows the parking area with an office boy	Airlangga Kepanjen Office  <i>Wide shot, eye level angle</i>
<b>Scene 10</b>			
		This scene shows the front office and employees with an invitation to register	Airlangga Kepanjen Office  <i>Medium shot. Eye level angle</i>

**Table 2. Storyboard Ad Video 2 Cycle 1**

No.	Picture	Description	Setting
<b>Scene 1</b>			
		This scene shows the classroom and teaching and learning activities	Airlangga Kepanjen Office  <i>Medium shot, eye level angle</i>
<b>Scene 2</b>			
		This scene shows the outdoor learning activities (outing class)	Grill restaurant  <i>Over shoulder shot, eye level</i>
<b>Scene 3</b>			

	This scene shows the outbound activities in Airlangga	Songgoriti  <i>Very wide shot, eye level</i>
<b>Scene 4</b>		
	This scene shows try out and Olympic activities	Campus  <i>Medium close up shot, eye level</i>
<b>Scene 5</b>		
	This scene shows the school assignment consultation facility	Airlangga Kapanjen Office  <i>Over shoulder shot, high angle</i>
<b>Scene 6</b>		
	This scene shows additional tutoring activities for official programs	Kanjuruhan's Stadium  <i>Full shot, eye level angle</i>
<b>Scene 7</b>		
	This scene shows the superior facilities of <i>Airlangga</i> course, namely motivational seminars	Bululawang Senior Highschool  <i>Long shot, eye level angle</i>

Source: Data Processed (2024)

## 2) Action

There are 2 stages in the action stage, namely the production process and post-production process.

### A. Production

1. Take shoot according to the storyboard
2. Download the required music via the internet
3. Sorting the videos to be used

### B. Post production

1. Editing

Cutting, merging video, audio, text and transitions. This cutting and merging stage uses Adobe Premiere.

1. Below is the first stage, namely opening the Adobe Premiere application to create a new project.
2. Below is the image of creating a new project, specifying the file name and storage location
3. Below is the image of set the video resolution size
4. Below is the image of inserting videos into the timeline (drag and drop)
5. Below is the image of cutting video using razor tools
6. Below is the image of stabilize the video using warp stabilizer
7. Below is the image of dip to black transition
8. Below is the image of provide a transition effect by setting the opacity of the video
9. Below is the image of add an adjustment layer for color grading
10. Below is the image setting audio
11. Below is the image export Media

### 3) Observation

Researchers examined the results of the advertising video of PT Air The Best, Langga Kepanjen branch. Researchers tested a questionnaire that would be distributed to 15 respondents consisting of 2 computer experts, 2 marketing experts, 1 owner of PT Air The Best Langga, and 10 customers. The way to determine 10 customers as respondents is by sending a google form through the branch marketing manager to high school students, because high school students can already understand the reel feature on Instagram, most of which contain indirect advertising content. The results of the questionnaire calculation of 15 respondents are as follows.

**Table 3. Calculation the Results of Distribution of Consumer Questionnaires Cycle I**

No	Statement	SA	A	N	D	SD
<b>Empathy</b>						
1	I liked the video advertisement of PT. Air The Best Langga's Kepanjen branch office.	7	6	1	1	0
2	I think the video advertisement for PT Air The Best Langga's Kepanjen branch office provides information that can convince me to use the tutoring services offered.	9	3	2	1	0
<b>Persuasion</b>						
3	Video advertising a course place of PT. Air The Best Langga Kepanjen branch office makes me have a sense of desire to use the products offered services	7	5	0	3	0
4	The video advertisement for PT Air The Best Langga's Kepanjen branch office has an impressive appeal.	8	5	1	1	0
<b>Impact</b>						
5	The video advertisement of PT Air The Best Langga's Kepanjen branch office stands out from the rest.	6	6	1	2	0
6	The video advertisement of PT Air The Best Langga Kepanjen branch office increases my knowledge about their products and services.	7	6	0	2	0
<b>Communication</b>						
7	The language used in the product video of PT Air The Best Langga's tutoring services in Kepanjen branch office makes me understand the message delivered	9	4	0	2	0

8	Video Advertising bimbel PT. Air The Best Langga Kapanjen branch office has a strong impression of the services provided.	9	4	0	2	0
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Source: Data processed (2024)

In this study, questionnaires were distributed to respondents in the research analysis unit on the advertising videos that had been made. The questionnaire is made based on EPIC for respondents who have been selected. Based on the results of the presentation of action research data in cycle I as follows

**A. Empathy Dimension**

**Table 4. Empathy Dimension Cycle I**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
1	7	6	1	1	0	4,3	4,3
2	9	3	2	1	0	4,3	

Source: Data processed (2024)

From the table above, the details of the calculation of the average score on the existing items for the empathy dimension are:

$$\text{Empathy 1} = \frac{(7 \times 5) + (6 \times 4) + (1 \times 3) + (1 \times 2) + (0 \times 1)}{15} = 4,3$$

$$\text{Empathy 2} = \frac{(9 \times 5) + (3 \times 4) + (2 \times 3) + (1 \times 2) + (0 \times 1)}{15} = 4,3$$

$$x \text{ Emphaty} = \frac{(4,3) + (4,3)}{2} = 4,3$$

In the Empathy dimension table, the first statement questionnaire data shows that 7 people strongly agree, 6 people agree, 1 person is neutral, 1 person disagrees with an average score of 4.3. The second statement 9 people strongly agreed, 3 people agreed, 2 people were neutral, 1 disagreed, with an average score of 4.3. Based on the results of the overall average score, the Empathy dimension obtained a score of 4.3 which is included in the very effective category, so that if it is positioned in the EPIC Rate scale range as in the following figure.

**B. Persuasion Dimension**

**Table 5. Persuasion Dimension Cycle I**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
3	7	5	0	3	0	4	4,2
4	8	5	1	1	0	4,3	

Source: Data processed (2024)

From the table above, the details of the calculation of the average score on the existing items for the Persuasion dimension are:

$$\text{Persuasion 1} = \frac{(7 \times 5) + (5 \times 4) + (0 \times 3) + (3 \times 2) + (0 \times 1)}{15} = 4$$

$$\text{Persuasion 2} = \frac{(8 \times 5) + (5 \times 4) + (1 \times 3) + (1 \times 2) + (0 \times 1)}{15} = 4,3$$

$$x \text{ Persuasion} = \frac{(4) + (4,3)}{2} = 4,2$$

In the persuasion dimension table, the first statement questionnaire data shows that 7 people strongly agree, 5 people agree, 3 people disagree with an average score of 4. The second statement 8 people strongly agree, 5 people agree, 1 person is neutral, 1 person disagrees, with an average score of 4.3. Based on the results of the overall average score, the persuasion dimension obtained a score value of 4.2 which is included in the effective category, so that if it is positioned in the EPIC Rate scale range as in the following figure.

### C. Impact Dimension

**Table 6. Impact Dimension Cycle I**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
3	6	6	1	2	0	4	4,1
4	7	6	0	2	0	4,2	

Source: Data processed (2024)

From the table above the details of the calculation of the average score on the existing items for the Impact dimension are:

$$\text{Impact 1} = \frac{(6 \times 5) + (6 \times 4) + (1 \times 3) + (2 \times 2) + (0 \times 1)}{15} = 4$$

$$\text{Impact 2} = \frac{(7 \times 5) + (6 \times 4) + (0 \times 3) + (2 \times 2) + (0 \times 1)}{15} = 4,2$$

$$x \text{ Impact} = \frac{(4) + (4,2)}{2} = 4,1$$

In the impact dimension table, the first statement questionnaire data shows 6 people strongly agree, 6 people agree, 1 person is neutral, 2 disagree with an average score of 4. The second statement 7 people strongly agree, 6 people agree, 2 people disagree, with an average score of 4.2.

### D. Communication Dimension

**Table 7. Communication Dimension Cycle I**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
3	9	4	0	2	0	4,3	4,3
4	9	4	0	2	0	4,3	

Source: Data processed (2024)

In the communication dimension table, the first statement questionnaire data shows that 9 people strongly agree, 4 people agree, 2 disagree with an average score of 4.3. The second statement 9 people strongly agreed, 4 people agreed, 2 people disagreed, with an average score of 4.3. Based on the results of the overall average score of the persuasion dimension, the score value is 4.3 which is included in the effective.

**E. EPIC Rate**

After calculating the scores for each dimension, namely the empathy dimension 4.3, persuasion 4.2, impact 4.1, communication 4.3. Following are the results of the EPIC Rate calculation for each dimension.

**Table 8. Overall EPIC Rate Cycle I**

Dimension	Average Score per Indicator	EPIC Rate
Empathy	4,3	4,22
Persuasion	4,2	
Impact	4,1	
Communication	4,3	

Source: Data Processed (2024)

$$x = \frac{(4,3) + (4,2) + (4,1) + (4,3)}{4} = 4,2$$

In calculating the epic rate scale obtained through distributing questionnaires to respondents, the epic rate score obtained is 4,22 so the PT.Air Best Langga advertising video was declared effective and can be use as ad video. However, these results can be refined again in cycle 2 according to the respondents' suggestions.

**4) Reflection**

Based on the results of the questionnaire in cycle 1 that has been distributed to respondents. The results of the respondents' answers are that there are several indicators that need to be improved because there are 14 respondents choose disagree (D). Based on suggestions from marketing experts (academics), the improvements that need to be made are adding voice over in the explanation on the video to strengthen the phrase "guidance and learning motivation" for each video which listed on the Airlangga tutoring logo so that it can emphasize the differentiation from other tutoring place, and also adding a logo at the end of the first video (video 1). This action will be continued to cycle II to refine and improve the video.

**3.1.2. Cycle II**

**1) Planning**

Based on input from respondents, there is still a less detailed explanation to strengthen the sentence on the logo where the logo says "guidance and learning motivation" where this learning motivation sentence is a differentiator from other tutors. Therefore, it is recommended to provide details on the facility by adding a voice over in scene 10 from the first video and scene 7 from the second video also adding a logo at the end of the first video.

In the implementation of cycle 2, video improvements were made using Adobe Premiere. Improvements were made based on suggestions from respondents (academic marketing experts). The input received from the respondents above has been successfully revised and is ready to be re-assessed by respondents. Here are the results of the improved video

From the picture above, the video was improved by adding a voice over in in scene 10 from the first video and scene 7 from the second video according to the advice of academic marketing experts where the voice over contains more detailed information about the advantages of Airlangga tutoring.

From the picture above, the video is improved by adding a logo at the end of the first video by inserting an overlay at the end of the video according to the advice of academic

marketing experts which is useful to remind the audience that this advertising video is about Airlangga tutoring.

## 2) Observation

At this stage, observation of the results of the video advertisement is carried out by showing the results of the improvement of the video advertisement which previously still received suggestions from academic marketing experts. The following is a discussion of the research results from questionnaires that have been given to 15 respondents consisting of 2 computer experts, 2 marketing experts, 1 owner of PT Air The Best Langga, and 10 customers.

**Table 9. Calculation the Results of Distribution of Consumer Questionnaires Cycle II**

No	Statement	SA	A	N	D	SD
<b>Empathy</b>						
1	I liked the video advertisement of PT. Air The Best Langga's Kepanjen branch office.	8	6	1	0	0
2	I think the video advertisement for PT Air The Best Langga's Kepanjen branch office provides information that can convince me to use the tutoring services offered.	10	3	2	0	0
<b>Persuasion</b>						
3	Video advertising a course place of PT. Air The Best Langga Kepanjen branch office makes me have a sense of desire to use the products offered services	8	7	0	0	0
4	The video advertisement for PT Air The Best Langga's Kepanjen branch office has an impressive appeal.	10	4	1	0	0
<b>Impact</b>						
5	The video advertisement of PT Air The Best Langga's Kepanjen branch office stands out from the rest.	7	7	1	0	0
6	The video advertisement of PT Air The Best Langga Kepanjen branch office increases my knowledge about their products and services.	8	7	0	0	0
<b>Communication</b>						
7	The language used in the product video of PT Air The Best Langga's tutoring services in Kepanjen branch office makes me understand the message delivered	9	6	0	0	0
8	Video Advertising bimbel PT. Air The Best Langga Kepanjen branch office has a strong impression of the services provided.	11	4	0	0	0

**Source: Data processed (2024)**

In this study, questionnaires were distributed to respondents in the research analysis unit on the advertising videos that had been made. The questionnaire is made based on EPIC and researchers tested a questionnaire that would be distributed to 15 respondents and the respondents same like cycle I. Based on the results of the presentation of action research data in cycle II as follows.

### A. Empathy Dimension

**Table 10. Empathy Dimension Cycle II**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
1	8	6	1	0	0	4,46	4,49
2	10	3	2	0	0	4,53	

Source: Data processed (2024)

In the Empathy dimension table, the first statement questionnaire data shows that 8 people strongly agree, 6 people agree, 1 person is neutral, with an average score of 4.46. The second statement 10 people strongly agreed, 3 people agreed, 2 people were neutral, with an average score of 4.53. Based on the results of the overall average score, the Empathy dimension obtained a score of 4.49 which is included in the very effective category, so that when positioned in the EPIC Rate scale range as in the following figure.

### B. Persuasion Dimension

**Table 11. Persuasion Dimension Cycle II**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
3	8	7	0	0	0	4,53	4,56
4	10	4	1	0	0	4,6	

Source: Data Processed (2024)

In the persuasion dimension table, the first statement questionnaire data shows that 8 people strongly agree, 7 people agree, with an average score of 4.53. The second statement 10 people strongly agreed, 4 people agreed, 1 person was neutral, with an average score of 4.6. Based on the results of the overall average score of the persuasion dimension, the score value is 4.56 which is included in the very effective category, so that when positioned in the EPIC Rate scale range as in the following figure.

### C. Impact Dimension

**Table 12. Impact Dimension Cycle II**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
3	7	7	1	0	0	4,4	4,46
4	8	7	0	0	0	4,53	

Source: Data Processed (2024)

In the impact dimension table, the first statement questionnaire data shows 7 people strongly agree, 7 people agree, 1 person is neutral, with an average score of 4.4. The second statement 8 people strongly agreed, 7 people agreed, with an average score of 4.53 Based on the results of the overall average score of the persuasion dimension, it obtained a score of 4.46 which is included in the very effective category.

#### D. Communication Dimension

**Table 13. Communication Dimension Cycle II**

Statement	SA 5	A 4	N 3	D 2	SD 1	Average Score per item	Average Score per Indicator
3	9	6	0	0	0	4,6	4,66
4	11	4	0	0	0	4,73	

Source: Data Processed (2024)

In the communication dimension table, the first statement questionnaire data shows that 9 people strongly agree, 6 people agree with an average score of 4.6. The second statement 11 people strongly agreed, 4 people agreed with an average score of 4.73. Based on the results of the overall average score, the persuasion dimension obtained a score value of 4.66 which is included in the very effective category.

#### E. Overall EPIC Dimensions

**Table 14. Overall EPIC Rate Cycle II**

Dimension	Average Score per Indicator	EPIC Rate
Empathy	4,49	4,54
Persuasion	4,56	
Impact	4,46	
Communication	4,66	

Source: Data Processed (2024)

From the table above, the details of the EPIC rate calculation in the dimensions of empathy, persuasion, impact, and communication are:

$$x = \frac{(4,49) + (4,56) + (4,46) + (4,66)}{4} = 4,54$$

The overall EPIC dimension table shows the average score data for the Empathy indicator, which is 4.49, persuasion 4.56, impact 4.46, communication 4.66. Based on the results of the overall EPIC rate, the EPIC dimension obtained a score of 4.54 which is included in the very effective category.

#### F. Identification of EPIC Aspects

Based on the video that has been made, a discussion is needed to identify the video which is then associated with the EPIC aspect. In the video that has been made there are 4 variables in EPIC. In the video, there is an element of Empathy like the video and provide information that can convince consumers to use the service products of PT. Air The Best Langga Kepanjen branch. The Persuasion element has a sense of desire to use and has an impressive appeal so that it can create a sense of desire to use the service products offered. In the video ad also has an Impact element that can influence potential consumers on the service products of PT. Air The Best Langga Kepanjen branch. Communication element can convey messages with language that is easy to understand.

## G. Video Publication Results

### 1. Video 1

Videos that have been completed and through the improvement stage and declared feasible will be uploaded on Instagram PT. Air The Best Langga Kepanjen branch. This video has been uploaded at July 4th 2024. After 4 days of uploading the first video, the account reach was 961 accounts with a breakdown of 56.1% followers and 43.9% non-followers. The interaction rate is 134 with details of 72 likes, 47 shares, 15 comments and a total of 1912 impressions. Since the engagement rate is very important in this case which includes the number of likes, shares and comments, then from these results it can be stated that it is very good with the upload duration which is still 4 days.

### 2. Video 2

For the second video has been uploaded at July 5th 2024, after 4 days of uploading, the account reach was 779 accounts with breakdown of 61.3% follower and 38,7% non-followers. The interaction rate was 142 with 91 likes, 33 shares, 16 comments, and a total of 1722 impressions. Since the engagement rate is very important in this case which includes the number of likes, shares and comments, then from these results it can be stated that it is very good with the upload duration which is still 4 days.

The video that has been uploaded to the Instagram account of PT.Air The Best Langga, Kepanjen branch is an advertising video that has been measured using the EPIC method and gets a very effective statement so that the video can be published. The advertising video gets good feedback or response for the first video by getting 72 of likes, 15 of comments, and 47 of shares. For the second video getting 91 of likes, 16 of comments, 33 of shares. The advertising video is able to promote PT. Air The Best Langga Kepanjen branch well and attract a wide range on Instagram social media with a total of 1912 for first video and 1722 views for second video. Engagement rate is a very important part in of seeing the success of a post which includes the number of likes, shares, and comments. So, from these results, the two videos can be declared very good with the upload duration which is still 4 days.

The results of the effectiveness of advertising videos that have been measured are in accordance with the video insights that are tired of being published. The high effectiveness results are proportional to the high enough video insight. The advertising video that has been published is able to attract the audience of PT Air The Best Langga Kepanjen branch. The results of videos that have been published can be an advertising medium for PT. Air The Best Langga Kepanjen.

### 3) Reflection

Based on the results of the observation analysis, it can be concluded that all respondents (owners, marketing experts, computer experts, and consumers) for the design assessment of the EPIC dimension are included in the very effective category. It can be seen from the results of the EPIC Rate measurement which has been averaged at 4.54. The conclusion obtained is that the advertising video made is very effective to be used as an advertising on Instagram of PT Air The Best Langga Kepanjen. Based on these conclusions, this research stopped at cycle II.

### 4) System Overview

An overview of the concept of the advertising video made is that the video contains the facilities and activities of the Airlangga tutoring center, Kepanjen branch. For the facility video, it focuses on the delivery of this video that focuses on showing the superior facilities and

the atmosphere of the Kepanjen branch of Airlangga tutoring office with the help of actors by employees of PT.Air The Best Langga Kepaanjen branch in several scenes.

The duration of the facility video is 58 seconds. For the second video is the activity video focuses on showing the activities of Airlangga tutoring students which aim to attract the audience, shooting is done in several locations according to the real activities provided by Airlangga such as at school during motivational seminars, outing classes at the grill restaurant, physical exercise at the stadium, and at the outbound place. The duration of the activity video is 48 seconds. Both videos are uploaded on Google Drive as a medium for respondent assessment and after calculating the questionnaire and obtaining feasible results, they will be uploaded on Instagram reels.

### 3.2. Discussion

In this study, questionnaires were distributed to respondents on the advertising videos made. The questionnaire was created to assess the effectiveness of the design. Based on EPIC (Empathy, Persuasion, Impact, and Communication) theory, the respondents selected consisted of 1 business owner, 2 marketing experts, 2 computer experts, and 10 consumers totaling 15 respondents. Based on the results of action research data, it is found that the advertising video has met the EPIC criteria which are included in the very effective category. This is evidenced by the percentage of scale scores that have been determined.

EPIC Model for the first dimension, namely the Empathy dimension which informs about statement 1 "I like the video advertisement for PT. Air The Best Langga Kepanjen branch office" and statement 2 "I think the video advertisement for PT. Air The Best Langga Kepanjen branch office provides information that can convince me to use the tutoring services offered". The average score obtained in the Empathy dimension is 4.49. This score is included in the range 4.2-5 and is included in the very effective category because it likes advertisements and information about PT Air The Best Langga Kepanjen branch. This dimension is in the reels instgram post which gets likes from Instagram users as many as 72 likes.

The second dimension of Persuasion which informs about statement 3 "Video advertising a bimbel PT Air The Best Langga Kepanjen branch office makes me have a sense of desire to use the service products offered" and statement 4 "Video advertising bimbel PT Air The Best Langga Kepanjen branch office has an impressive appeal". The average score obtained in the Persuasion dimension is 4.56. This score is included in the range 4.2-5 and is categorized as very effective because it has an attractive power about the service products of PT Air The Best Langga Kepanjen branch. In this dimension, it has been conveyed in the video that has been made, namely in the form of invitations to various activity scenes and superior facilities.

The third Impact dimension that informs about statement 5 "Video advertising of PT Air The Best Langga's tutoring office Kepanjen branch office stands out from the others" and statement 6 "Video advertising of PT Air The Best Langga's Kepanjen branch office increases my knowledge about the service products they have". The average score obtained in the Impact dimension is 4.46. This score is included in the range 4.2-5 and is categorized as very effective because it stands out and increases knowledge about the service products of PT Air The Best Langga Kepanjen branch. This dimension can be seen in the number of views of ad video reels that have been uploaded, namely 1912 and 1722 for 4 days.

The fourth dimension of Communication which informs about statement 7 "The language used in the product video of PT Air The Best Langga's bimbel services at the Kepanjen branch office makes me understand the message conveyed" and statement 8 "Video advertising for PT Air The Best Langga's bimbel at the Kepanjen branch office has a strong impression of the services provided". The average score obtained in the Communication

dimension is 4.66. This score is in the range of 4.2-5 and is included in the very effective category because the language used in the advertising video can be understood by the audience and gives a strong impression. This dimension can be seen from the number of comments and shares of 15 and 16 comments and shares of 47 and 33.

Video is one of the advertising media that can present information in the form of visualization image sources and sound simultaneously so that the delivery of information about the service products offered can be understood by consumers properly. Making advertising videos in helping the promotional activities of PT.Air The Best Langga Kepanjen branch can be declared very effective based on research using the EPIC Model. Making advertising videos at PT. Air The Best Langga Kepanjen branch gets a good statement in video quality from respondents according to the theoretical studies that have been listed.

Video advertisements that have been made can help spread promotion using social media Instagram with reels features that can provide information to the public or consumers about PT.Air The Best Langga Kepanjen branch and with this advertising video is expected to attract potential customers with a wider range.

For future research if interested in similar research, the suggestion that I can arrive at is to make an advertising video that introduces a product both goods and services that contain messages both implied and explicit. In addition, it can use similar applications that have many good features in order to get maximum results and good engagement from Instagram viewers. Or can use other application by create a program catalog on TikTok or create a company profile to be uploaded on YouTube.

## 4. Conclusion

PT.Air The Best Langga is a company engaged in tutoring, which was established in 2010. PT Air The Best Langga offers tutoring products ranging from elementary, junior high, high school and college entrance preparation. The media used in running promotions is Instagram. Promotions that have been carried out using Instagram social media are considered less maximal, because the previous video did not explain the facilities and activities offered. To overcome this problem, 2 advertising videos were made in the form of facility and activity videos with the aim of informing the audience of the service products offered. In this study using the type of action research with procedures, namely planning, action, observation, reflection. Based on the results of questionnaires that have been distributed to 1 business owner, 2 marketing experts, 2 computer experts, and 10 consumers. Measurement of design effectiveness using the EPIC Model (Empathy, Persuasion, Impact, Communization). Based on the research results in distributing questionnaires, the average score of each dimension that has been calculated using the EPIC Model is obtained. The highest average score in the Communication dimension is in the very effective category with a score of 4.66. This is because the discussion and delivery of information on facilities and activities that students will get if they join the Kepanjen branch of Airlangga tutoring and the video results are made creatively.

Based on the research conducted, it is recommended that PT. Air The Best Langga Kepanjen branch utilize the newly created videos as advertising material on Instagram. Additionally, the company should consistently monitor and maintain their posts while staying updated with the latest trends on Instagram to maximize engagement. For future research, similar studies could explore the use of trending platforms such as TikTok, by developing program catalogs or company profiles, which can also be uploaded on YouTube for wider promotional reach.

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