

CHAPTER I INTRODUCTION

1.1 Background of The Project

Traditional trading systems that only rely on traditional marketing methods are considered to have many weaknesses and limitations. Such as the limited place to promote, and the limited reach of consumers to find out the type of product and product availability. This is what me through Video Making is trying to solve by leveraging a Platform that supports broad development and promotion and by taking advantage of many advantages. Such as discounted prices, the types of goods available, and of course the broad coverage. Of course this digital promotion is better than traditional marketing promotions which usually have limited territory and difficulty in accessing the desired product. With the help of the Application Platform desired so as to help consumers to be able to choose more freely and more quickly and precisely. And of course it's easier and saves time and money for manufacturers.

Therefore, Digital Marketing emerged which serves to promote goods and services on the internet. On that basis, this project was created to change and invite producers to be able to advance in the field of digital promotion by inviting MSMEs to market their products in the form of videos.

Social media is the easiest digital marketing tool to use. Before a business has a website, it is not uncommon to find, especially in markets like Indonesia, that they have started to enter the realm of cyberspace through social media. This can be a stimulant for the development of entrepreneurship and the sustainability of MSMEs. In addition to the low cost and no need for special skills in initial initiation, social media is considered capable of directly reaching (engage) potential consumers. Therefore, it is not surprising that business actors focus more on the use of social media than on the development of a site. The MSME actors are hampered by the lack of knowledge about digital marketing and electronic commerce (e-commerce). The potential use of digital marketing requires people to be technology

literate, therefore socialization and training on the use of information and communication technology is needed. This community service activity regarding the use of digital marketing is expected to provide knowledge and understanding and can inspire MSME actors in utilizing internet technology and social networks as tools to run their business.

MSME stands for Micro, Small, and Medium Enterprises. MSMEs can also be described as businesses run by individuals, households, or small business entities. However, some economists use different terms to define it. The world has become a crucial point for all human activities, including business activities. Some indicators that can be used today include the increase in digital advertising spending, the growth of smartphone ownership that provides easy internet access, improvements to telecommunications infrastructure in order to improve the quality of data access, and the launch of 4G services. According to Facebook data, 74% of internet users in Indonesia use mobile devices (Utomo, 2016). The rapid development of technology, the digital world and the internet of course also has an impact on the world of marketing. The marketing trend in the world has shifted from being conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet.

Based on the background described above, I hereby as the author take the initiative to conduct project with the title. ***“CREATING VIDEOS PROMOTION FOR MSME FOSTERED PARTNER OF PT.KILANG INTERNATIONAL RUU II SUNGAI PAKNING”***.

1.2 Identification of the Project

Based on the description of the background above, the results of the identification of the problem carried out are how to plan and make this Advertising Video can add to the selling value of a product and have a broad market. Because without a movement in the marketing world in the field of digital promotion at this time it is definitely very detrimental from the production side, because promotion in the world of marketing can add to the selling value of the product, product

interest, and advantages. wide range so that those who are far away can also enjoy its products.

1.3. Purpose of the Project

The general purpose of why this project was made is so that prospective buyers can find out more about the product as well as build trust, because prospective buyers can clearly see what products are being sold by the MSME.

1.3.1. General Purpose

The main objective of this project is to make video marketing for UMKM assisted by PT. Kilang Internasional RU II Sungai Pakning so that they have broad marketing. That way, the opportunity to get sales and income will also be greater. of this project designed to be able to promote products by making video advertisements so that the product in question has a wide market. Because if video marketing has been conceptualized and the results are interesting, this video can display images and audio visuals that are easily absorbed by buyers.

1.3.2. Specific Purpose

The specific objective of this project is for prospective buyers to find out more about the MSME business while building trust and interest in the products sold by these MSME. on the other hand, so that the SMEs assisted by PT.Kilang Internasional RU II Sungai Pakning have broad marketing access.

1.4. Significance of the Project

The benefit of this project is to help promote products through the creation of video advertisements that have been designed in such a way. so that the products that have been made by the production party have increased sales.

1.4.1 Benefits for Writers

The benefits obtained by the author are very impactful for the author. on the other hand the author can implement the lessons learned related to digital marketing, among others :

1. Increase knowledge about promotion by using video media.
2. Can take advantage of the knowledge that has been learned during college

1.4.2 Benefits for Other

For others, it's very, very impactful, why because something as simple as promoting this has such huge benefits. Among others:

1. Help improve the image of the product among the public so that people are also moved to do the same.
2. For the parties involved or involved get a very good impact in the aspects of sales and promotion.

1.5 Time and Place of Project Implementation

The making of this Multimedia Marketing Advertising Video will be carried out in MSMEs fostered by PT. RU II Sungai Pakning International Refinery. Time will adjust to the research schedule By lecturer Mr. Hutomo Atman Maulana, S.Pd., M.si. and the research team. With the target of 4 MSME that will be made Product Video.

Table 1.1 Locations of MSMEs Fostered Partner of PT. Kilang Pertamina International

No	Product	Adress
1.	Bundes Mekar Jaya, <ul style="list-style-type: none">• Sabun Pencuci Piring• Hand Sanitizer	Desa Pakning Asal
2.	Herjamu	Dusun Damai, Pangkalan Jambi
3.	Kripik Nanas	Tunas Makmur Kampung Jawa
4.	Kerupuk Sagu	Bukit Batu Laut

Source: Processed Data 2022

1.6 Writing System

So that the writing of this final report can be arranged neatly, a systematic report writing is needed. The following is the systematics of writing a Final Project report on Business Planning and Development "Multimedia Marketing Video Advertising as a Media for Brand Improvement and Promotion of MSME Products fostered by PT Kilang Internasional RU II Sungai Pakning" as follows :

CHAPTER I : INTRODUCTION

In this chapter the author describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author describes the theory needed to strengthen the rationale for project creation and project design that will be discussed, namely previous research, entrepreneurship, and production.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCES

In this chapter, the author describes the project preparation plan, project implementation plan, project completion plan, project reporting plan (project activity implementation report and project activity implementation financial report).

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author describes the analysis of the results of the final project, namely the report on the implementation of the final project.

CHAPTER V : CLOSING

This chapter contains several conclusions and suggestions as an overview of the final project report.

REFERENCES

APPENDICES

WRITER

BIOGRAPHY