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## Creation of a Video Profile on Organic Farming in Cikurubuk Village, Sumedang Regency

**Kenmada Widjajanto<sup>1</sup>, Erwin Windu Pranata<sup>2</sup>, Muhammad Akbar<sup>3</sup>, Imaniarty<sup>4</sup>**

<sup>1</sup>University Widyatama, Bandung, Indonesia, [kenmada.widjajanto@widyatama.ac.id](mailto:kenmada.widjajanto@widyatama.ac.id)

<sup>2</sup>University Widyatama, Bandung, Indonesia, [erwin.windu@widyatama.ac.id](mailto:erwin.windu@widyatama.ac.id)

<sup>3</sup>University Widyatama, Bandung, Indonesia, [akbar.4843@widyatama.ac.id](mailto:akbar.4843@widyatama.ac.id)

<sup>4</sup>University Widyatama, Bandung, Indonesia, [imaniarty@widyatama.ac.id](mailto:imaniarty@widyatama.ac.id)

Corresponding Author: [kenmada.widjajanto@widyatama.ac.id](mailto:kenmada.widjajanto@widyatama.ac.id)<sup>1</sup>

**Abstract:** The development of media platforms in the digital and internet era has made promotional activities through audiovisual content a necessity. According to the Indonesian Internet Service Providers Association (APJII) data from 2023, 55.06% of Indonesians enjoy accessing online videos. With the advancement of technology, almost all segments of society are able to create video content, especially for social media. However, this is not the case for the organic farmers in Cikurubuk Village, Sumedang Regency. As farmers, they lack the skills to produce promotional content professionally, including video promotions. Yet, they need such content to introduce their organic rice products to a wider audience. As a result, the organic rice they produce is not well-known in the community. To support the organic farmers of Cikurubuk Village, the Film and Television Production Study Program at Widyatama University conducted a community service project by creating a documentary film in the form of a profile video introducing organic farming in Cikurubuk Village, which can be used as promotional content for Cikurubuk's organic rice. This profile video production employed the documentary film production method, which includes the stages of pre-production, production, and post-production. This method was based on the documentary film production theory of Rosenthal and Eckhardt. The project resulted in a comprehensive profile video about the organic rice from Cikurubuk Village, which also serves to promote their products to the wider public.

**Keyword:** Media Platforms, Audiovisual Promotion, Organic Rice, Cikurubuk Village, Documentary Film Production.

## INTRODUCTION

Indonesia is one of the countries listed in \*The Ten Countries With The Largest Organic Area 2017\* in Asia (The Research Institute of Organic Movements, 2019). This indicates that organic farming in Indonesia holds promising prospects. Meanwhile, according to the Indonesian Organic Alliance (2017), the area of certified organic farming land in Indonesia reached 251,630.98 hectares in 2018. The increase and decrease in the area of certified organic land can be influenced by various factors, such as the accreditation period from seven

certification bodies between 2008 and 2010, which led to a rise in certified land area. In 2019, there were 7,398 organic farmers across Indonesia, and by the end of 2022, the number of farmers involved in organic rice cultivation had reached 12,752 (Indonesian Organic Alliance, 2023). According to the National Socio-Economic Survey (Susenas) in September 2022, 98.52% of households in Indonesia consume rice. This figure increased compared to 98% in September 2021. This makes rice a significant focus in the development of organic farming. Indonesian people have begun to show interest in organic rice, although the number of organic rice consumers is still relatively low compared to non-organic rice.

Based on surveys conducted by the Indonesian Organic Agricultural Statistics (SPOI) in 2019 and 2022, 23% of respondents did not consume organic products in 2022, citing the high prices of organic products (65%). The consumers who do purchase organic products are predominantly regular consumers (12.92%) and occasional consumers (62.6%). The primary reason for choosing organic products is health, followed by health and environmental concerns (51.71%), health and social factors (31.57%), and health and product origin (23.43%).

One of the regions in Indonesia that focuses on developing organic rice is Sumedang Regency, specifically Cikurubuk Village, Buahdua Subdistrict, which is a fostered village of Widyatama University. The head of Cikurubuk Village, Muhamad Fadar Junawar, stated that the village has an area of 426 hectares, of which 172 hectares are rice fields. 90% of the population in Cikurubuk Village work as farmers, and 40% of them also raise cattle and goats. In addition to the vast rice fields, Cikurubuk Village has fertile soil and abundant water sources, allowing for three harvest seasons per year in 90% of the rice fields.

However, the lack of promotion is one reason why organic rice in Cikurubuk Village is not well-known to the wider public. According to Rambat Lupiyoadi (2006:120), promotion is one of the essential components of the marketing mix that companies must implement when marketing products or services. Therefore, promotional activities can significantly help a product or service become widely recognized, and increase the likelihood of sales. Promotion can be carried out in various ways, one of which is by creating a profile video. According to Widjajanto & Astuti, profile videos are considered one of the most effective promotional media for reaching all audience levels. Profile videos fall into the non-fiction category and are presented in a documentary genre (2021, 485).

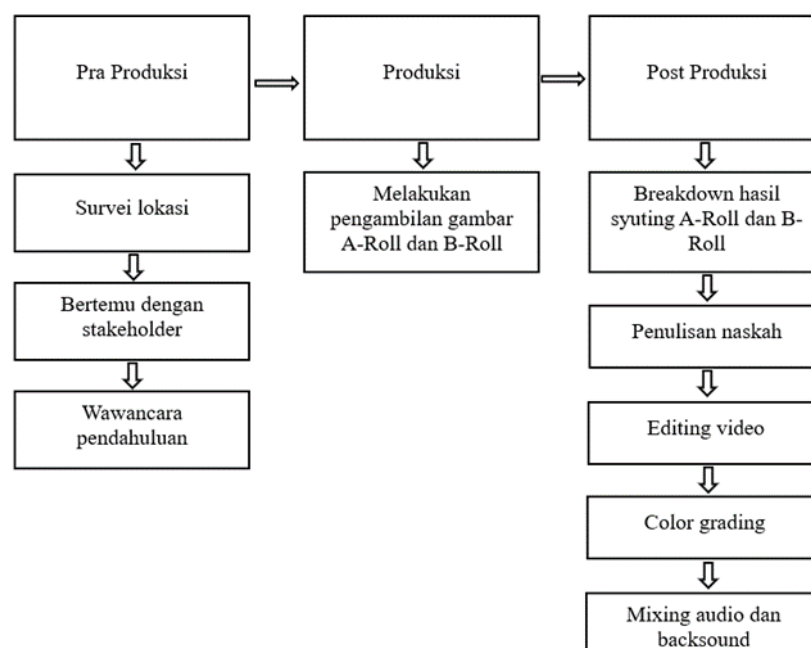
In the article "Widjajanto & Astuti: Profile Video Design of Film & Television Study Programs as Promotional Media & Persuasion on Prospective Students of Widyatama University," Fajar argues that the purpose of a profile video is to help the target audience understand the identity of an organization or company, and persuade the audience to consider the organization or company as a choice (Fajar: Widjajanto & Astuti, 2021). When an organization or company has an identity that is recognizable to the audience, it can be assured that the organization will be able to persuade the audience to trust the products or services they offer. In this case, a profile video serves the same purpose as a promotional video, which is to build trust among the audience regarding the products or services. In other words, a profile video also aims to promote something, but by creating branding or building and maintaining audience trust. The image or perception built by the organization or company varies, from personality and expertise to others.

Meanwhile, promotional videos are a type of marketing content that uses video media to promote specific products, services, or brands to consumers (Kingsnorth, S.: 2016). Additionally, according to Armstrong and Kotler (2017), promotional videos are powerful marketing tools in both visual and audio formats, combining creative elements to deliver messages about products or services to consumers. Based on research conducted by Wibowo (2018, 113-126), promotional videos are effective in increasing brand awareness and having a positive influence on consumers. Promotional videos on social media can also expand the reach and increase the visibility of a brand or product (Oktaviani, 2020, 56-66).

In this context, students and lecturers from the Film and Television Production Study Program at Widyatama University conducted a profile video project about Cikurubuk Village, Buahdua Subdistrict, Sumedang Regency. Promotional activities for organic rice are essential as they can benefit many parties: farmers (producers) and traders profit, and consumers can reap the benefits of organic rice. The purpose of this activity is to promote or introduce Cikurubuk Village and their organic rice products to the wider community. It is hoped that this project will provide benefits for producers and traders, allowing their products to reach a broader consumer base.

## METHOD

The method used in the process of creating this profile video is the documentary film method, in line with the profile video genre. According to Alan Rosenthal and Ned Eckhardt (2016, 120-121), the production of a documentary film consists of several stages: research, shooting, postproduction, sponsor-station overhead costs, and company provisions. However, these stages can be adjusted based on the team's needs, including adding or removing stages. The most important stages in this activity are research, shooting, and postproduction. The research stage is part of pre-production, shooting is included in the production phase, and postproduction refers to the post-production phase. Based on this method, the writer and the team carried out the stages, as seen in Photo 1. The implementation of this activity is divided into three phases: (1) pre-production, (2) production, (3) post-production.



**Photo 1. Activity Framework**

### Pre-Production

Rosenthal and Eckhardt state that during the pre-production stage, there are several aspects that need attention, including: surveying people and locations; confirming the subjects, conducting preliminary interviews, and determining locations; choosing the crew; selecting equipment; scheduling the shoot; obtaining permits; and addressing issues with unfamiliar locations (2016, 151).

### Location Survey

During pre-production, it is important to revisit all filming locations and speak again with key people who will appear in the film. Reviewing the location with a cameraman helps the producer consider simple questions, such as parking and security (Rosenthal & Eckhardt, 2016, 152). The location survey is a very important stage to ensure that the filming process runs smoothly, as knowing the strategic layout of the location can maximize planning and identify what can be developed from the site. This stage also facilitates cameramen in determining where to position the cameras to get optimal shots.

### **Meeting with Stakeholders**

Stakeholders are groups or individuals who can influence or be influenced by the achievement of a company's or organization's goals (Freeman, 2010). This stage took place on September 20, 2024, after our team received approval to carry out community service activities in Cikurubuk Village. The aim of this activity was to introduce both parties to each other and obtain permission from the property owners where the filming would take place.

### **Preliminary Interviews**

Interviews are a data collection technique that involves face-to-face communication and direct question-and-answer sessions between the data collector and the informant (Trivaika & Sanubekti, 2022). Preliminary interviews are the first step in the interview process, which aims to screen potential informants and gather important information about the topic being discussed.

## **PRODUCTION**

According to Rosenthal and Eckhardt, when shooting begins, the responsibility of the film falls entirely on the director. Their job is to create or find pieces that will be assembled during editing to create the perfect film. If a documentary director makes a mistake in a scene, there might not be anything left to convey (2016, 169).

### **A-Roll and B-Roll Filming**

A-roll refers to the main footage of the subject filmed by the camera. Meanwhile, B-roll is supporting footage that complements the main A-roll footage. As the name suggests, B-roll plays a "supporting role" to the main footage. B-roll is used to add context, enhance the narrative, generate interest, and maintain the audience's attention (Matt Pierce, *B-Roll: The Secret Sauce of Any Great Video*, 2024).

## **POST-PRODUCTION**

The actual creation of the film happens during post-production, which is primarily done by the editor. While the director still acts as the bridge captain, the editor becomes the chief mate, handling ninety percent of the work (Rosenthal & Eckhardt, 2016: 209).

### **Breakdown of A-Roll and B-Roll Footage**

This stage makes it easier for the video editor to arrange the footage according to the script. Breakdown footage is the process of sorting through A-roll and B-roll footage and recording each file name according to the scene to facilitate the editor in selecting the footage to be used in the promotional video. This process requires a camera report, which includes the file names and is written after each scene is filmed. All footage is automatically timestamped during recording, and this timestamp is crucial for pre-editing, filtering, and later in organizing and editing rough cut scenes and sequences (Rosenthal & Eckhardt, 2016: 211).

### **Script Writing**

After reviewing the available footage, the scriptwriter's task is to organize the footage into a coherent story. As a filmmaker, the scriptwriter must have the ability to think visually, be skilled in listening to dialogue and language, and be capable of describing actions and events (99 Professions in Film Production, 2020, p. 2).

### **Video Editing**

In general, a film editor's job is to analyze the script, connect and cut images and sounds during editing, and construct a complete story. An editor is expected to have a strong sense of storytelling and a creative approach in arranging shots (99 Professions in Film Production, 2020, p. 72).

### **Color Grading**

Through color, viewers can perceive the look (tone) and feel the mood created from each scene (Pracihara, 2016). Therefore, the color grading process is one of the crucial stages that should be done to enhance the atmosphere and clarify the message that needs to be conveyed to the audience.

### **Audio Mixing and Background Sound**

This stage is carried out by a sound designer. A sound designer is a professional in filmmaking responsible for enhancing the aural world of a film to improve mood, atmosphere, and/or tone through sound elements such as dialogue, sound effects (SFX), mixing, foley, and music, creating an immersive experience for the audience (99 Professions in Film Production, 2020, p. 60). To match the rural atmosphere, the music created will be *kecapi suling* music, as it represents the distinctive characteristics of the rural areas in West Java.

## **RESULTS AND DISCUSSION**

The implementation of this community service activity was divided into three (3) stages: (1) The first stage is pre-production, which involved conducting location surveys, meeting with stakeholders, and conducting preliminary interviews; (2) The second stage is production, which involved A-roll and B-roll filming; (3) The third stage is post-production, which included breaking down the A-roll and B-roll footage, scriptwriting, video editing, color grading, and audio mixing and background sound creation.

### **PRE-PRODUCTION**

#### **Location Survey**

A location survey, also known as *recce*, is the activity of visiting a location. This activity is useful for determining technical aspects in the field. A director's role is to identify adjustments, such as the placement of scenes to align with the script. Meanwhile, the cinematographer is responsible for determining camera techniques and lighting, and the sound designer must pay attention to potential sound disturbances.

In this case, the director in our team conducted the location survey to determine which areas had the potential to be used for B-roll footage and the background for A-roll shots. The director needs to plan the blocking and placement of scenes.

#### **Meeting with Stakeholders**

During this stage, the writer and the team met with the Head of Cikurubuk Village, Muhamad Fadar Junawar, and the Chairman of the Farmers' Group Association, Yoyo Rahya. This stage aimed to discuss the permits for the filming activities that would take place in

Cikurubuk Village and also to establish a collaboration agreement regarding the production of the organic rice promotional video.





**Photo 2. Meeting with Stakeholders (Head of Cikurubuk Village)**

### **Preliminary Interviews**

During this stage, preliminary interviews were conducted by the director of our team with the relevant stakeholders. Before creating the shot list or sequence of shots, the director needed to understand what topics would be discussed and presented to the audience. The result of the discussions during this stage included: the process of producing organic rice, the size of the organic rice fields, the differences between organic farming and conventional farming, as well as the process of making the organic fertilizer used.

## **PRODUCTION**

### **A-Roll and B-Roll Filming**

In this case, the A-roll footage used includes interviews with the Head of the Department of Agriculture and Food Security of Sumedang Regency (H. Sajidin, S.Hut. MT.), the Coordinator of the Indonesia Organic Alliance (Antonius Waspo), the Secretary of the Department of Food Crops and Horticulture of West Java Province (Yanti Hidyatun Zakiah, S.Hut., M.S.i), the Head of Cikurubuk Village (Muhammad Fadar Junawar), and the Chairman of the Farmers' Group Association (Yoyo Rahya). Meanwhile, the B-roll footage includes recordings of the water source, organic rice products, organic fertilizer products, a timelapse of the sunset, the harvesting process, a timelapse of the sunrise, the Cikurubuk Village monument, and others.

The production process took three (3) days. Two cameramen were assigned to capture footage during the production. The first cameraman used a Sony Cinema Line FX 3 camera as Camera 1, and the second cameraman used a Sony Alpha 7 II camera as Camera 2. Technically, Camera 1 captured still shots without movement for the A-roll, while Camera 2 captured detailed or alternative angles with movement for the B-roll.



Photo 3. Sony Cinema Line FX 3 Camera (a) and Sony Alpha 7 II Camera (b)

On the first day, our team filmed B-roll footage during the Organic Rice Technical Guidance activity. After that, the cameraman captured A-roll footage featuring interviews with three key informants: the Coordinator of the Indonesia Organic Alliance (Antonius Waspo), the Secretary of the Department of Food Crops and Horticulture of West Java Province (Yanti Hidayatun Zakiah, S.Hut., M.Si), and the Head of the Department of Agriculture and Food Security of Sumedang Regency (H. Sajidin, S.Hut., MT.).

For the interviews, the first cameraman used an eye-level angle, positioning the camera at the subject's eye level to show a perspective similar to what the human eye sees. The first cameraman also employed the rule of thirds composition and close-up camera shots to capture the expressions of the informants, allowing the audience to clearly see their reactions and expressions while explaining their points. The rule of thirds is one of the most well-known composition guidelines used by photographers to create high-quality photos (Mai et al., 2011).



A

B

Photo 4. Interview with the Secretary of the Department of Food Crops and Horticulture of West Java Province. (a) Behind the Scenes and (b) After Editing

Meanwhile, the second cameraman used the wide shot technique. This technique allows the entire subject to be captured from head to toe. The purpose of this technique is to clarify the atmosphere of the scene for the audience. During the A-roll shooting, the second cameraman was responsible for capturing the surrounding atmosphere and the details that the informants wanted to highlight, whereas the first cameraman focused solely on close-up shots of the subject.

Unlike on the first day, on the second and third days, the team's cameramen no longer used the Sony Cinema Line FX3 camera. Adjustments were made to the color and specifications to match the Sony Alpha 7 II camera as closely as possible. Therefore, on the second and third days, the cameramen used only the Sony Alpha 7 II camera.

On the second day, in the morning, the cameramen filmed the water source that irrigates the rice fields in Cikurubuk Village. This activity was considered part of the B-roll footage, as it supported the available A-roll. Following that, the team and cameramen captured additional B-roll footage, such as rice harvesting, rice seedling planting, fine plowing, coarse plowing, and rice spraying. On the second day, the A-roll footage taken was an interview with the Head of Cikurubuk Village, Muhammad Fadar Junawar, about organic rice farming in Cikurubuk Village.



**Photo 5. Behind the Scene (a) and After Editing (b)**

On the final day, the cameraman was tasked with capturing the sunrise in a timelapse. The first cameraman used a Tele Zoom Lens to get a close-up shot, making the sun appear clear and close. Meanwhile, the second cameraman captured a wide timelapse shot to depict the morning atmosphere in the rural village. The team also used a DJI Mavic 2 drone to record aerial footage of the rice fields in Cikurubuk Village as part of the B-roll. On the third day, the subject for the A-roll interview was Yoyo Rahya, the Head of the Farmer's Group Association. He explained about the dry organic rice seedlings, the spreading of dry fertilizer, and how to make organic fertilizer from livestock manure.

## **POST-PRODUCTION**

### **Breakdown of A-Roll and B-Roll Footage**

After completing the shooting of A-roll and B-roll footage, the next step was to conduct the breakdown process. This stage involves detailing and sorting the footage that has been captured. The breakdown includes organizing the A-roll and B-roll shots and adjusting them according to context. This process relies heavily on the use of a camera report (cam report), which contains a list of slates, scenes, shots, takes, camera angles, and whether the footage quality is good or not. The cam report is filled out by the cameraman each time a shot is completed. A sample of the cam report can be seen in Photo 5.



| SLATE  | SCENE                   | SHOT | TAKE | CAMERA                | NG  | OK | NOTES         |
|--------|-------------------------|------|------|-----------------------|---|----|---------------|
| Day 1  | B-roll bun-<br>bik padi |      |      | 1<br>C6956 -<br>C6951 | 2<br>C0001 -<br>C0006<br>C0008 -<br>C0018 | 3  |               |
|        | Organik                 |      |      |                       | 18-24<br>26 (mungkin)                     |    | Cam 1<br>EX3  |
| A-roll | 1                       | 1    | 1    | C6999                 | 25  |    |               |
| A-roll | 2                       | 2    | 1    | C6995                 | 27  |    |               |
|        | 3                       | 3    | 1    | C6997                 | 35-45                                     |    |               |
| B-roll | Day 1                   | 1    | 1    | 3-50                  |   |    | Cam 1<br>A711 |
| A-roll | 4                       | 4    | 1    | 203                   | 101                                       |    |               |
|        | 5                       | 5    | 2    | 204                   | 102                                       |    |               |
|        | 6                       | 6    | 3    | 205                   | 103                                       |    |               |
|        | 7                       | 7    | 4    | 206                   | 104                                       |    |               |
| B-roll | Vid produk<br>beras     |      |      |                       | 105                                       |    |               |
| B-roll | foto produk<br>beras    |      |      |                       | 106                                       |    |               |
| B-roll | vid produk              |      |      |                       | 107                                       |    |               |
| B-roll | foto produk             |      |      |                       | 108-109                                   |    |               |
| B-roll | foto produk             |      |      |                       | 111                                       |    | Timelapse     |

Photo 6. Cam Report

## Script Writing

In this stage, the scriptwriter must ensure that every piece of footage collected is organized and forms a coherent story, allowing the audience to follow the flow and understand the content of the promotional video. After gathering the A-roll and B-roll footage from the previous stages, the scriptwriter's task is to arrange these recordings into a clear and structured narrative that conveys a message. In this case, the scriptwriter from our team has created a script to guide the editor through the editing process. The A-roll and B-roll footage have been aligned accordingly, ensuring the promotional video has a clear and structured flow.



### Storyline Produksi Video Profil & Promosi Pertanian Organik Desa Cikurubuk Produced by Tim PkM Prodi FTV

| PART | TREATMENT / AUDIO /   | VISUAL  |
|------|---|---|
| 1    | Opening Video 1 :<br><br>Backsound Kecapi suling dengan agak upbeat   | Transisi Deep to black<br>Layar Hitam muncul teks huruf satu persatu diiringi dengan<br>backsound suara ketukan keyboard :<br><b>Teks :</b><br><b>Prodi D4 Produksi Film &amp; Televisi</b><br><b>FISIP Widyatama</b><br><b>mempersembahkan</b><br>Transisi deep to black |
| 2    | Opening video 2 :<br><br>idem   | Muncul visual B roll Drone trus ngeblur<br>Muncul teks<br><b>Selayang Pandang</b><br><b>Pertanian Organik Desa Cikurubuk</b><br><b>Kabupaten Sumedang</b><br>Transisi deep to black   |
| 3    | Establisng shot landmark<br><br>Kecapi suling selow   | Muncul beberapa footages B roll<br>Landmark Desa Cikurubuk<br>Lahan Pertanian   |
| 4    | Soundbite kepala desa<br>File : BROLL KADES PART 1<br>Tc awal : 00:55 : Assalamualaikum wr wb<br>saya ..... (menceritakan profil desa<br>cikurubuk dan potensi sumber daya alam<br>yang ada di desa)<br>Sampai tc : 02:22 | Visual kades muncul sampe kata 2028<br>Muncul lowwerthird nama :<br><b>M. Fadar Januar</b><br><b>Kepala Desa Cikurubuk</b><br>trus di insert footages Broll sesuai dengan VO Kades  |

Photo 7. Promotional Video Script

## Video Editing

In the editing stage, an editor is responsible for arranging each footage according to the available script. This stage is part of the post-production process. The editing process is divided into several steps, namely: (1) Backing up data for each day's shooting (first, second, and third

day), with each day's file further divided into camera one and camera two folders, as well as audio files; (2) Importing the recorded files and audio into the Adobe Premiere Pro editing software with a 1920 x 1080 sequence using 24fps; (3) Rough cut; (4) Preview 1 for the director; (5) Making revisions based on the director's direction and moving to the offline editing stage; (6) Preview 2; (7) Moving to the music scoring design stage or editing music that fits the content of the video; (8) Online editing; (9) Exporting the video and delivering it to the director.

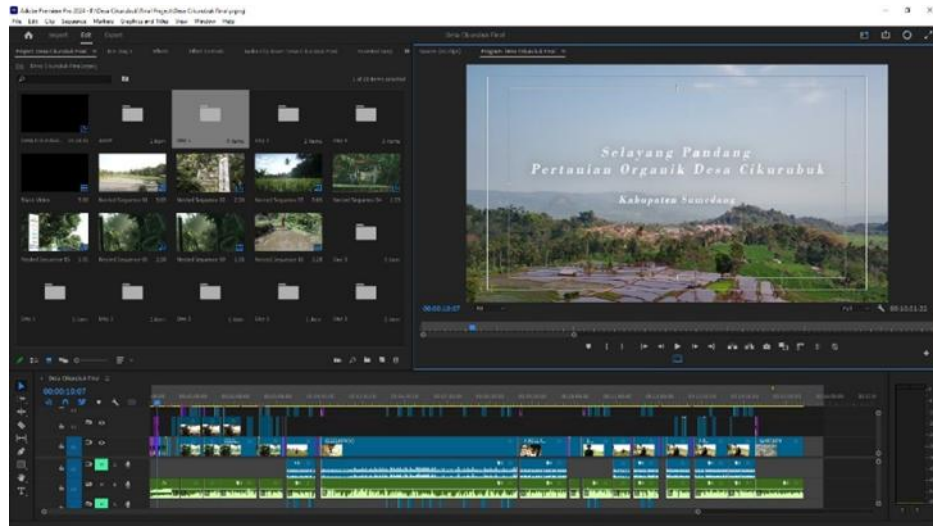


Photo 8. Rough Cut Stage

## Color Grading

Color grading is part of online editing, where a colorist performs color correction aimed at enhancing the colors in the video. The purpose of color grading is to further correct or sharpen colors and minimize issues caused by lighting deficiencies during the recording process (Robbi & Prasetyaningsih, 2022). In the color grading stage, a colorist performs several steps, including: (1) The colorist first does color correction on the PRIMARY chart, which includes saturation, shadows, highlights, and gamma; (2) Creating color tones using gamma and gain, and adjusting brightness on the TONE chart; (3) Performing Selection Color based on each element in the video, which is divided into elements such as the rice field, soil, and sky in each chart; (4) On the FINAL chart, the colorist can make adjustments to every aspect that has been modified to enhance the color quality and bring out the details in each shot of the video.

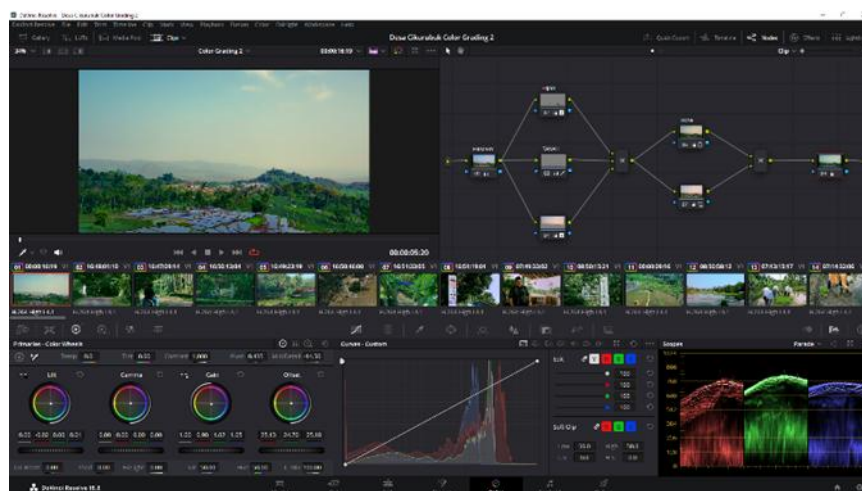


Photo 9. Color Grading Stage

## Mixing Audio and Background Sound

In the audio processing stage, mixing is the third step after the initial production process, which includes recording and editing. The goal of mixing is to combine and balance two or more audio tracks, both instrumental and non-instrumental, to create a sound character with greater aesthetic value (Kharoris et al., 2024). This process is carried out by one of the lecturers at Widyatama University who has expertise in music. For the background sound or sound effects, the process is carried out in several stages, which are: (1) Opening the FL Studio DAW software, syncing the timecode and BPM with the video assets; (2) Plotting the instruments based on the director's concept, during which the director briefs the background sound with Sundanese kecapi suling (a traditional music instrument); (3) Writing notes for the base key; (4) Writing notes for percussion; (5) Writing notes for other instruments; (6) Arranging the notes; (7) Composing each section of the song; (8) Adding Effects Extension (EFX); (9) Mixing; (10) Mastering.



Photo 10. Audio and Background Sound Mixing Stage

## CONCLUSION

The creation of promotional videos for a product can help increase its recognition among the public, as promotional videos have the potential to reach a wider audience in this digital era. The purpose of creating this promotional video is to ensure that organic rice, especially the production from Cikurubuk Village in Sumedang Regency, becomes more well-known to the public and to increase its sales. However, in addition to aiming to boost the sales of organic rice, the promotional video also aims to spread the information that organic rice has more benefits, especially for body health.

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