

CHAPTER 2
PRINCIPLES USED IN DESIGNING THE BUSINESS
COMMUNICATION PRODUCT

In designing the Business Communication Product, a clear definition of terms and sets of principles are very important in order to make the video serves its purpose well. The following are the definitions of terms and principles used in making the promotional video for Midtown Hotel Surabaya.

2.1 Definition of Promotional Video

Based on the problems I have observed in Midtown Hotel Surabaya when I did my internship, I decided to make a promotional video to increase the brand awareness of Midtown Hotel Surabaya. In this chapter, I will elaborate the definition of promotional video, brand and the importance in designing the products. First of all, before getting into the definition of promotional video, a definition of promotional tool will be helpful for a video is one form of the tools as well. According to Yeshin (2006, p. 7) promotion is a planned and implemented marketing activity that both enhances product or service appeal and changes customer behaviour positively in return for an additional benefit for purchase or participation. On the other hand, according to Business Dictionary, tool is an item or implement used for a specific purpose. A tool can either be a physical object or a concept. From these definitions, I can conclude that promotional tool is an item that is planned to enhance both products and service appeals in order to get additional or maximum benefit from the purchasing activities.

Video, according to Business Dictionary, is a visual multimedia source that combines a sequence of images to form a moving picture. The video transmits a signal to a screen and processes the order in which the screen captures should be shown. From those definitions, it can be concluded that a promotional video is a video which purpose is to highlight the products or services appeal, in return for additional or maximum benefit for the purchasing activities.

Based on Mooij (2010, p. 24) “A brand is something made to appear unique. A brand is trust. A brand is not merely a product, it’s the feeling a product evokes. A brand is why people will pay more for a product. A brand is the proprietary visual, emotional, rational image that people associate with a company or a product.” Since a hotel is also a form of product which can be consumed, this principle can be applied as well to strengthen the brand and build the brand awareness. A promotional video of the hotel will build public’s awareness towards the hotel and reinforce the impression of the hotel. It educates the public about the brand of the hotel itself and all the facilities that are offered.

Based on Ali (2003, p. 301), testimonials on video are more powerful than written ones; a real person whom you can see and hear is more believable than a printed testimonials, a promotional video would be very effective as a promotional and publication tools. Moreover, by the help of internet nowadays, the video can be uploaded to many social media platform to reach even a wider public. From the hotel perspective, an upload to social media platform allows them to expand their target market outside the locals to come and stay in the hotel. From there, a brand awareness will be established to a wider public than before.

2.2 The Significance of Video Form In Making This Project

According to Mullin, Hardy, and Sutton, (2014, p. 168), brand awareness is the ability of a consumer to name the brand’s existence when its product category is mentioned. It is until the extent of which the consumers are familiar with the image of a particular brand. The development of brand awareness is very important for businesses to claim their existence in the market. Based on Mooij (2010, p. 24), the management of the meaning of the brand is an essential management task. Brands have become intangible assets that produce additional benefits for the business. The value of a brand that is managed consistently is the cash flow from the consumers who are willing to buy one brand more than its competitors, even if the other brand is way cheaper. The reason why consumers do this is because of the trust and emotional

bonding that have been developed over time through consumers' experiences with the brand.

There are indeed countless ways to increase the public's awareness toward a brand. It could be through written mediums such as marketing booklet, press release, and brochure. Nevertheless, based on Yohn (2014, p. 169), one way to sharpen a brand is to shoot a brand documentary. A documentary in which it captures not just the products, but also what the brand stands for. Therefore, a promotional video that highlight the products' value and identity is the most effective solution to the problem since such contents are difficult to be portrayed well through written mediums.

According to Ruby (2012, pp. 5 – 6), text and pictures are gradually replaced by audio and video. Audio and video are taken as an extremely powerful medium that are used by many marketers and business owners. Ruby described some the benefits of marketing or promotional video as follows:

1. People are more willing to sit through a two – minute video than read a long blog entry.

A promotional video intrigues the audience more for it provides a story line and leaves the audience to wonder 'what comes next'. It is more engaging than just paragraphs and few pictures.

2. A video is able to capture the visitors' attention in an entirely different way.

Through videos, the audio is able to be portrayed much more persuasive than a printed written medium. For the selection of music and articulation of the narration are more varied, a video is more effective to attract the visitors' attention immediately.

3. There are a lot of video platform which allow creators to spread the word.

As the internet has advanced, there are many platforms for creators to publish a video. Youtube allows their users to spread the word on Facebook, twitter, LinkedIn, and other social media platforms. By using the privilege, launching a video to the public is only one click away.

4. Marketing video increased traffic, sales, and opt-ins.

Videos allows creators to show another side of the products or services that simply cannot be gained by reading a passage with a few or no pictures in it. Once the

audience are engaged, they are more likely to proceed to the next step which is to visit the website and book a room.

Based on the principle above, I believe that a promotional video is a right solution to the Midtown Hotel Surabaya's problem. The hotel has not have a good quality promotional video to show the public about how the staying experience in the hotel is like. By having a promotional video that highlight every strength of the hotel and every benefit that the visitors will get, I believe that there will be many new potential consumers who will come to get the staying experience which later, hopefully, can be loyal customers if they are satisfied with the firsthand experience of the service and get what they expect.

2.3 Guidelines of a A Good Promotional Video

According to Ruby (2012, p. 7), there are several features as a guideline to a good promotional video:

1. Demographic and target audience for a video is important.

Business owners should think about who will watch the video for the audience will determine the 'voice' of the business. This step is important to make sure that the video appeals to the right targeted audience.

2. Good videos are well – made and interesting.

Making sure that the video is interesting from the very beginning to the very last second is essential. One way to make videos interesting could be through a storyline. A storyline builds an emotional connection between the brand and the audience. Bluntly feeding them the list of products might bore the audience. Other than that, Quality is one of the main critical thing of promotional videos. The narration, cinematography, and the plot have to be well made. It is important to make sure that the video is in high quality definition and there are no blurry footages. Utilizing a professional film production team is one way to ensure the video is in high quality.

3. Good videos provide valuable content.

Good videos has to offer something valuable to the audience. In other words, the audience has to get a new insight from the video. Before making a video, it is best to plan what kind of content that will be delivered to the audience. For instance, a promotional video on how to book a hotel room through a mobile application will educate the audience and benefit the business.

4. Good videos should leave the audience thirsty for more.

Just like any other promotional tools, written or spoken mediums, it is best not to disclose all of the information of the products or services. Highlighting the products in a short, concise, and simple video is better than a long one. Leave the most important and highly sought information out of their hands so they can be driven to get it from you. It is to catch the viewers' attention and yet it still maintains the audience's curiosity about the product for they see a sufficient amount of content, not too much, not too little. After watching the video, the video might make them proceed to the next logical step, which is to click the link.

Based on the guidelines of a good promotional video mentioned above, I get an insight on how to produce an effective and a good promotional video which will help Midtown Hotel Surabaya to overcome its problem in building brand awareness of the hotel.