


Development of School Tour Video with Wall Tracking Technique (Planar Tracker) as a Promotional Media for The Introduction of Kak Seto School Facilities

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Abstract

This study aims to assess the quality improvement of the newly developed video (School Tour Sekolah Kak Seto) compared to the old video (Fasilitas Sekolah Kak Seto) and to understand user responses to the school tour video. This research was carried out because Kak Seto School faces challenges in utilizing digital media as the primary tool in its strategy to promote the school's facilities. Previously, Kak Seto School had a video titled "Fasilitas Sekolah Kak Seto" on its YouTube Channel, focusing on introducing all the facilities available at the school. However, the video has yet to implement visual effects, the text used in the video is still fundamental, the color grading remains dark and inconsistent, and the camera/footage techniques have not met current industry standards. Therefore, developing a new School Tour video for Kak Seto School is necessary, incorporating innovations such as wall-tracking visual effects to convey the school's facilities better. This study uses the ADDIE development method by Robert Maribe Branch, consisting of analyzing, designing, Developing, Implementing, and Evaluating. The results demonstrate that the school tour video is of higher quality than the previous video, as it has greater engagement. User responses from media and content experts rated the video as "Very Good," while respondent assessments rated it as "Good" as a promotional medium for introducing school facilities.

A. Introduction

Sekolah Kak Seto faces challenges in utilizing digital media as the main tool in the strategy to promote its school facilities. Kak Seto School has been trying to promote its best programs, such as Open House, Trial Class, Edu Fair, events involving Kak Seto, and even events or activities involving its best alumni such as artists Prilly Latuconsina, Beby Tsabina, and many more. With these various efforts, of course, an attractive delivery or promotional media is needed. One of the effective promotional media used today is video. The results of research from Saragih & Andayan (2022), prove that one of the promotional media, such as videos, has an influence in increasing the knowledge or insight of MAN 1 Medan students regarding sedentary behavior. This effort is in accordance with one of the challenges experienced by Sekolah Kak Seto, which lies in the lack of content development on Youtube social media. In fact, Kak Seto School has a Youtube channel called "Homeschooling Kak Seto," which has 2,270 followers/subscribers (viewed on October 15, 2023). On the Youtube Channel, one of them has video content entitled "Kak Seto School Facilities," which outlines the content and contains an introduction to existing school facilities. However, the techniques used in the video still do not apply visual effects, the form of text used in the video is still very simple, the application of color/color grading is still dark and inconsistent, and the camera/footage techniques still do not meet current industry standards. Therefore, based on the current technological advancements, new innovations are needed because there are still many videography techniques that can

still be implemented to improve interesting results so that they can be more comfortable to watch. With various visual effects techniques available, one of the techniques that can be used is wall tracking (motion tracking area), because if you look at several projects or products in the form of videos accessed via Youtube, it shows that the wall tracking technique can describe information that is very informative, imaginative, and easy to digest.

Based on the problems above, research was carried out with the aim to determine the quality improvement of the Kak Seto School Tour video using the wall tracking technique when compared to the Kak Seto School Facility video and determine the user's response to the Kak Seto School Tour video.

B. Research Methods

In this research, the author used the ADDIE method by Robert Maribe Branch as the video development with various adjustments. ADDIE is a product development method consisting of Analyze, Design, Develop, Implement, and Evaluate (Najuah et al., 2021; Puspasari, 2019; Widyastuti & Susiana, 2019). This method is usually used to build performance-based learning. ADDIE focuses on intentional, innovative, authentic, and inspirational learning. The use of the ADDIE method in product development has proven effective and relevant to date, especially in the development of products in the field of education and other learning resources.

This research uses a method that has several stages. These stages start from analysis, design, develop, implement, and evaluate. The stages can also be seen in the following figure.

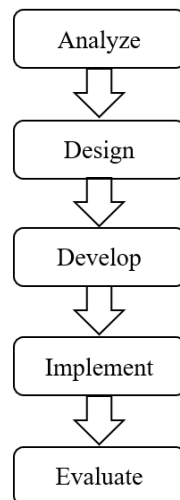


Figure 1. ADDIE Method

1. Analyze

At the analysis stage, as the first step of the research, several activities are carried out, namely identifying the problems that exist at Sekolah Kak Seto by conducting interviews and observations with the Network & Marketing division team of PT Kazeto Putra Perkasa to find out the problem at hand.

2. Design

At this stage, the author compiles and designs the video concept to be developed. This stage includes the preparation of scripts and storyboards, which can be explained as follows.

a. Script

A script is a written document used as a guide in the process of making a video or movie. This script contains a complete script that is ready for production, including details about specific angles and parts of the activity that must be carried out (Dewi et al., 2022; Saftanto, 2013; Toil & Purwanto, 2015).

b. Storyboard

A storyboard is a series of sketches depicting the actions in a film or certain parts arranged sequentially on a bulletin board, complete with appropriate dialog or scene descriptions. The function of the

storyboard is to facilitate and save the shooting process (Farra et al., 2016; Ramírez, 2020; Taylor et al., 2021).

3. Develop

The development stage is one of the crucial parts of the video production process. At this stage, there are indicators of video quality. According to Farida (2019), video quality indicators consist of media quality and material quality. Media indicators can be measured from (1) the quality of the video displayed, (2) ease of use, (3) clarity of sound, (4) readability of language use, and (5) media layout. While the material quality indicators can be measured from (1) the accuracy of the content of the material with the competencies to be achieved, (2) the order of the material, (3) the completeness of the material, and (4) the quality of motivating.

4. Implement

At this stage, the school tour video of Sekolah Kak Seto will be tested on 30 respondents taken with simple random sampling technique. Simple random sampling (S. R. S.) is a sampling technique that has the same opportunity for the population to become a selected sample with the condition that there is a sample frame and homogeneous population members (Almeida et al., 2021; Darmawan & Latifah, 2013). Meanwhile, according to Yulianto et al. (2020), simple random sampling can be determined by taking several samples from the population at random without considering the strata that exist in a population. The trial was conducted to determine whether the video was acceptable and to help introduce the facilities at Sekolah Kak Seto before the video was distributed.

5. Evaluate

This stage involves the results of the development and implementation of the previously conducted trials, namely 2 expert judges and 100 respondents. The results of the trial are described to determine the evaluation of the Sekolah Kak Seto school tour video product. In addition, this last stage also involves distribution and appreciation by publishing the product on social media, especially through the YouTube platform. In addition, appreciation is given through comments and the number of likes received. This stage also includes a comparison of engagement between the old video (Kak Seto School Facilities) and the school tour video that has been distributed, as well as a video comparison. In addition, to find out how much public attention is needed, certain indicators are needed. According to Evanalia et al. (2023), there are two keys to knowing how interesting and successful the content displayed on Youtube is, namely the number of people watching the content (views) and how long people watch the content (watch time). Both of these are contained in the Youtube content engagement data.

C. Results and Discussion

This study aims to determine the quality improvement of the Kak Seto School Tour video using the wall tracking technique when compared to the Kak Seto School Facility video and determine the user's response to the Kak Seto School Tour video. The following are the stages of making the Kak Seto School Tour video.

1. Analyze

At the analysis stage, as the first step of the research, several activities are carried out, namely identifying problems that exist at Sekolah Kak Seto by conducting interviews and observations with the Network & Marketing division team of PT Kazeto Putra Perkasa to find out the problem at hand. At this stage, the author identifies problems in the application of visual effects used in Sekolah Kak Seto's promotional media over the past few years and the level of urgency of using wall tracking effects applied to the development of school tour videos. After analyzing these problems, the author analyzed the elements needed to develop the school tour video. There are 2 types of needs that must be required, namely functional and non-functional needs.

2. Design

The design stage in this research can be regarded as the pre-production stage in the development of "Video school tour". In this stage, there are several activities that must be carried out, including the creation of scripts and storyboards. These two activities are the first steps in the "school tour video" production stage.

- a. Script
A script is a written document that is used as a guide in the process of making a video or movie.
- b. Storyboard
A storyboard is a series of sketches depicting the actions in a film, or certain parts arranged sequentially on a bulletin board, complete with appropriate dialog or scene descriptions.



Figure 2. One of the storyboards in the video scene

3. Develop

The development stage is a crucial part of the video production process. At this stage, the video recording or filming process is carried out. Video recording or filming of this school tour video was carried out at Kak Seto School, Bintaro, South Tangerang City. At this stage, video recording requires equipment or production facilities. The tools used for video recording are Sony A6000. The development stage includes video shooting, video editing, giving wall tracking effects, expert judges trials, or trials by media experts. Based on the assessment of media experts, the school tour video received an assessment of 96.7% and was included in the “Very Good” feasibility level. Furthermore, the material content expert assessment received an assessment of 93.3% and was included in the “Very Good” feasibility level. The last process of the development stage is revision; there are several revisions to improve the school tour video of Sekolah Kak Seto.



Figure 3. Video shoot process

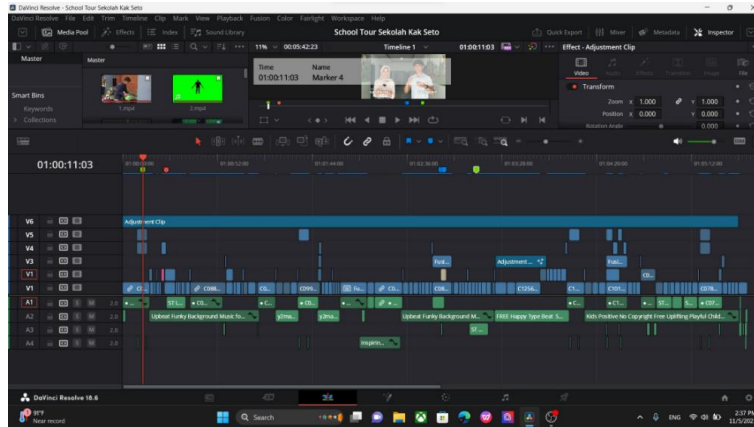


Figure 4. Video Editing Timeline of Kak Seto's School Tour Video



Figure 5. One of the applications of the Wall Tracking Effect in the hall space

4. Implement

At this stage, the Kak Seto School tour video will be tested on 30 respondents who were taken with a simple random sampling technique. At this stage, questionnaires were distributed to 100 respondents. Based on these calculations, the results of the percentage of the school tour video assessment from respondents were 82.5% and included in the "good" feasibility level if used as an introduction to the Kak Seto School facility.

5. Evaluate

Based on the calculations that have been carried out, it can be seen that the percentage obtained by the two expert judges reached 96.7% (media experts) and 93.3% (material content experts), while the respondents' assessment reached a percentage of 82.5% of 30 respondents. When compared, the percentage of both expert judges is included in the "Very Good" feasibility level, while the percentage of respondents gets the feasibility level of "Good." This shows that these assessments agree that the school tour video of Sekolah Kak Seto is suitable for distribution for the promotional needs of facility introduction.

a. The Result of the Work

After going through various stages, this stage is the last stage of the various series of research. This stage also includes distribution and appreciation activities. The results of the "Kak Seto School Tour Video" can be seen with a barcode or link in the following image.



Figure 6. Video *School Tour* Sekolah Kak Seto
https://youtu.be/iJEjtHENqMU?si=-a_UD8Pmb-v3waBi

b. Distribution

Distribution is often used to describe patterns of spread. In this study, distribution was carried out through video uploads on social media platforms, namely Youtube. The distribution of the "Kak Seto School Tour Video" can be seen in Figure 4.40 as follows.



Figure 7. YouTube distribution

c. Video Quality Comparison

Based on the video engagement rate, the newly created video "School Tour Sekolah Kak Seto" has a greater percentage than the percentage of the previous "Kak Seto School Facilities" video.

d. Appreciation

After the school tour video was uploaded, the video received appreciation (viewed on May 28, 2024) of 1,730 views, 63 likes, and 10 comments. Appreciation in this study is seen by paying attention to the number of people who like and comment on the video.

D. Conclusion

Based on the results of the research that has been conducted, it can be concluded that the Kak Seto School Tour Video has improved quality when compared to the Kak Seto School Facilities Video. This is evidenced in the "School Tour Sekolah Kak Seto" video, which has a greater number of engagements and engagement rates than the "Kak Seto School Facilities" video. The user's response to the use of wall tracking techniques in the Kak Seto School tour video received good results. Assessments from media experts and material content experts get a feasibility level of "Very Good." Meanwhile, the respondents' assessment received a feasibility level of "good" as a promotional medium for the introduction of school facilities. This shows that the technique is considered relevant and effective. The wall tracking technique in the school tour video of Sekolah Kak Seto provides a new innovation for PT Kazeto Putra Perkasa because it can utilize the existing space in promotional videos and become a new thing that has not been widely used by competitors. This provides a significant advantage in increasing the attractiveness and effectiveness of promotional videos. However, the limitations of the research are in the product trial time.

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