



PROMOTIONAL MEDIA DESIGN FOR SARASWATI IV KINDERGARTEN DENPASAR TO INCREASE BRAND AWARENESS

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Abstract:

Purpose: Saraswati IV Kindergarten, Denpasar, as an early childhood education institution, has faced a decline in student enrollment in recent years due to limited promotional media. This study aims to design a profile video for Saraswati IV Kindergarten, Denpasar, as a promotional medium capable of conveying institutional information in an informative, persuasive, and engaging manner to parents of prospective students.

Research methods: The method used in this research is qualitative, with data collection techniques including observation, interviews, documentation, and literature review. The video profile design process involved pre-production, production, and post-production, applying visual communication design principles and cinematography techniques appropriate to the characteristics of early childhood education.

Findings: The research results show that the designed profile video comprehensively and communicatively represents the identity, advantages, facilities, and learning methods of Saraswati IV Kindergarten, Denpasar. Furthermore, supporting media such as brochures, billboards, hats, and carousel content also strengthen the integrated promotional strategy.

Implications: It is hoped that the design of this profile video will increase the visibility of the institution and become an effective promotional tool in attracting the interest of parents of prospective students.

Keywords: promotional media, audiovisual, kindergarten, visual communication design.

1. INTRODUCTION

Education is one of the most crucial areas in human resource development. Both formal and informal educational institutions are crucial in producing a high-quality and highly competitive generation. To achieve this, educational institutions are required not only to provide excellent learning programs but also to effectively introduce and promote these programs to the public. In line with increasing competition in the education sector, particularly in the era of globalization and digitalization, educational institutions must inevitably adopt appropriate promotional strategies to attract prospective students. In this regard, sound promotional and communication strategies will significantly influence success in attracting students, maintaining the institution's reputation, and enhancing public trust.

The development of multimedia-based information technology has had a significant impact on society, enabling it to access its needs and desires effectively and



informatively. Multimedia is utilized for marketing and promotional activities, given the growing public demand for information, which has led to the creation of new innovations [1]. Promotion itself is a marketing element that focuses on efforts to inform, persuade and remind consumers about the company's brands and products[2]. This is important because it aligns with the company's goal of expanding market share by introducing its products to potential consumers through the first impression conveyed, thereby encouraging the achievement of brand awareness (Brand Awareness), as the ability of a potential consumer or consumer to recognize or remember a particular brand. Brand awareness can be formed through various promotional activities so as to attract the attention of potential consumers or consumers, thereby creating brand awareness in their minds. Therefore, building good branding is very necessary as a strategic process to introduce the brand to a wide audience. This process includes efforts to create a consistent impression, build trust, and foster loyalty to the entity in the long term [3].

A company profile video is a visual medium for conveying information and promotion through engaging videos, thereby increasing public interest in a company. This design is expected to be a solution for introducing a company's overall profile. A company profile is a depiction or identification of a company that explains the various products or services they have verbally and graphically, both in the form of information about the advantages and value of the products and services it has as well as an overview of the various services provided by the company to consumers. Therefore, it can be concluded that a company profile is one of the communication tools used to introduce a company, including its products and services, to consumers, colleagues, business partners, or other related parties outside the company's environment.

Saraswati IV Kindergarten, Denpasar, is an early childhood education institution with a strong commitment to providing comprehensive and integrated education, encompassing cognitive, social, emotional, and motor aspects of children. With a curriculum designed to support children's holistic development, Saraswati IV Kindergarten has succeeded in creating a conducive learning environment and supporting the development of children's character and basic skills. However, according to Dapodik summary data for Saraswati IV Kindergarten, the number of students at Saraswati IV Kindergarten decreased from 184 students in the 2022-2023 academic year; 143 students in the 2023-2024 academic year, and 117 students in the 2024-2025 academic year. Despite having various advantages in terms of teaching quality and supporting facilities, the existence of Saraswati IV Kindergarten Denpasar is still limited in the reach of promotions that can increase the visibility of Saraswati IV Kindergarten Denpasar in the community, especially among parents of students who will send their children to kindergarten. Therefore, a more effective communication strategy in the form of a profile video is needed, because it can provide a clear and comprehensive image of the vision, mission, institution, and quality of education offered by the school [4]. In addition, communication design media is also effective in diverting the reader's attention through various media that steal the audience's attention [5]. Creating designs that are attractive, informative, and in line with brand identity to attract interest and build brand awareness among the target audience is the role of visual communication design in the field of promotion [6], [7].

According to Mrs. Siahini, the Principal of Saraswati IV Kindergarten in Denpasar, one of the main challenges faced by this institution is the limited use of promotional media to introduce the various advantages of Saraswati IV Kindergarten to parents. Mrs. Siahini revealed that although Saraswati IV Kindergarten has adequate facilities and well-structured teaching methods, the media used to convey this information to the public is still very limited. Therefore, it is necessary to design a profile video that can function as a promotional tool to increase the number of new students again.

2. RESEARCH METHODS

In this study, the author applied a qualitative method because this approach was deemed capable of exploring the needs and obstacles encountered at Saraswati IV Kindergarten, Denpasar. Data collected through field visits will be used as the basis for designing a profile video for Saraswati IV Kindergarten, Denpasar, as well as supporting materials. Data collection techniques include observation, interviews, documentation, and literature review. The process of designing the profile video was carried out through pre-production, production, and post-production stages by applying the principles of visual communication design and cinematography techniques appropriate to the characteristics of early childhood education [8], [9], [10]

3. FINDINGS

The design of promotional media for Saraswati IV Kindergarten, Denpasar, began with a needs analysis, which aimed to build the school's image and increase public interest in enrolling their children in Saraswati IV Kindergarten. To achieve this, media such as company profile videos, brochures, hats, carousels, and billboards were selected to support this effort. To achieve this, a playful and friendly design concept will be used in the media implementation. The visual approach will depict a cheerful, warm, and pleasant atmosphere that suits the character of the children's world.

The company profile media design was carried out in three stages: pre-production, production, and post-production. During the pre-production stage, in-depth research was conducted through observations at Saraswati IV Kindergarten in Denpasar, interviews with the principal, documentation, and literature review. The results of this research were then used to develop the script, concept, visuals, and storyboard design that would encompass the flow of the promotional video.

The second stage, production, is the realization of the concept the author designed in the previous chapter. This process includes shooting, audio recording, and interviews with the principal, who is responsible for the film. Filming was carried out using a mirrorless camera, drone, and gimbal. In this stage, each shooting process is aligned with the storyboard to ensure the concept and visuals remain intact.

The third stage of post-production is the process of refining and presenting the final product. This stage involves video editing using Adobe Premiere Pro and Adobe After Effects software. This stage includes arranging the video sequence, adjusting color through color grading with bright tones, and adding effects in Adobe After Effects. In addition, supporting elements such as the principal's voice and background music are added to strengthen the narrative and create a professional impression for the final product.

The design resulted in a 3-minute profile video for Saraswati IV Denpasar Kindergarten, packaged in audiovisual format, and published on the Saraswati IV Denpasar Kindergarten YouTube platform as a promotional medium for the school. This profile video showcases the school's identity, learning environment, student activities, and learning support facilities. The visual results of the profile video can be seen in the table below.

Table 1. Profile Video Visualization

Number	Visualization	Information
1		Video profile display of Saraswati IV Kindergarten, Denpasar
2		Intro video profile of school atmosphere
3		Introduction to the principal
4	 	View of school facilities

5



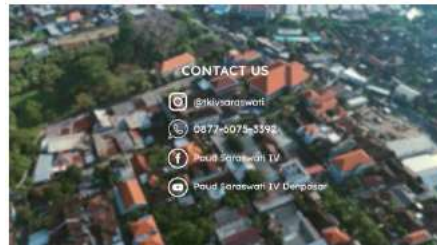
Teacher introduction

6



Explanation of activities according to concept

7



Cover Profile video

The next media is a two-sided brochure in standard A4 size. The brochure is a promotional medium distributed to parents of prospective new students to obtain information about the school and registration. Therefore, this media includes a wealth of information such as the school's vision and mission, facilities, school activities, registration requirements, and registration fees. The main concept and brand identity of the school are applied to the media, dominated by the color blue, as a form of consistency in the application of the main design concept.



Figure 1. Brosur

Instagram's Carousel is designed as a supporting medium to enhance the primary media. The carousel's design aligns with the visual, concise, and sequential characteristics of digital media, enabling it to effectively convey information and capture the attention of

the target audience. The visualization of this media is still dominated by the color blue, with text providing information related to the displayed photos..



Figure 2. *Carousel Instagram*

Billboards are designed as informational media displayed in various locations, including schools and other strategic locations, to ensure their effectiveness. To support this, billboards are designed with a similar feel and concept to other forms of media.



Figure 3. *Baliho*

The final item categorized as merchandise is the hat. This item was chosen because it can be used in various activities outside of school and serves as a brand reminder in the community. The visualization of this item is simple, with a white background and the school's logo on the front.



Figure 4. *Topi*

4. CONCLUSION

The design of the Saraswati IV Denpasar Kindergarten profile video and its supporting media has succeeded in becoming a promotional media that suits the needs of the institution. The profile video is able to convey information about the school profile, facilities, and learning activities to prospective parents of students. The design process begins with data collection through observation, interviews, and documentation, followed by an analysis of the school's needs, the formulation of visual and audio concepts, through to the production and post-production stages, and community assessment of the Saraswati IV Denpasar Kindergarten profile video. The design results in a 3-minute Saraswati IV Denpasar Kindergarten profile video packaged in audiovisual format and published through the Saraswati IV Denpasar Kindergarten YouTube platform as a school promotional media. The promotion is also supported by supporting media in the form of brochures, billboards, Instagram carousels, and hat merchandise.

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