

IMPROVING THE SELLING POINTS OF UMKM PRODUCTS VIA CINEMATIC STORYTELLING

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ABSTRACT

During the two years of the pandemic, it was estimated that 30 million MSME (Micro, Small and Medium Enterprises) actors were out of business [1], but at the same time the application for MSME or UMKM establishment permits through the Investment Coordinating Board (BKPM) also increased rapidly [2]. To support the sale of UMKM products, a video advertisement is needed that can be applied on social media or used as a display at the UMKM outlet. This form of community service is the empowerment of UMKM stakeholders who are generally underprivileged women from the middle to lower economic class and only have educational background only up to high school, especially in the Kunciran area, South Tangerang. Three basic theories from the film theory that are useful as the fundamental language of film and advertising propaganda which are derived from Montage Theory (*Sergei Eisenstein*), Realism (*Andre Bazin*) and Semiotic (*Ferdinand de Saussure*) were explained at the workshop. In addition, basic editing techniques were demonstrated with the free *Davinci Resolve* software and the operation of low-budget equipment such as smartphones and DSLR cameras. As a result of this workshop is a one-minute video advertisement produced by the participants for their own UMKM products.

Keywords: UMKM, video advertising, cinematic storytelling, pandemic economy

1. INTRODUCTION

The pandemic that hit the global economy also significantly affected the fate of UMKM stakeholders in Indonesia. Previously UMKM had contributed as much as 60 percent to national economic income (Kementrian Investasi/BKPM, 2022). According to data, in October 2021, there were about thirty million UMKM stakeholders who went out of business (Media Indonesia, 2021). Paradoxically, on the other hand, the number of applications for Nomor Izin Berusaha (NIB) has also increased significantly during the pandemic (Kementrian Investasi/BKPM, 2022). The government also launched a stimulant in the form of PEN (National Economic Rescue) funds amounting to 455.62 trillion Rupiah as credit and financial support for UMKM stakeholders (Kementrian Keuangan Republik Indonesia, 2022) in 2022, the government targets 20 million UMKM owners to enter online marketing (Komps, 2022)

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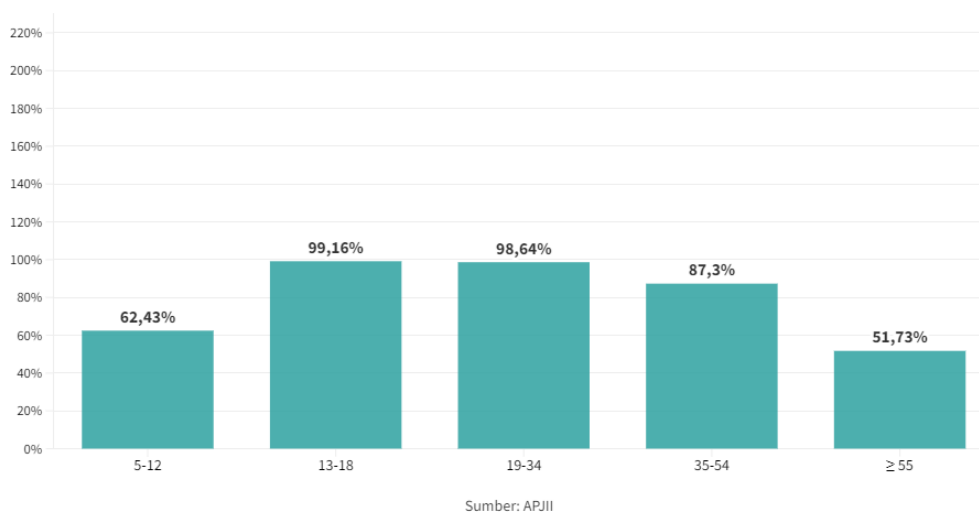


Figure 1. Internet users based on age demographic (Source: DataIndonesia.id) [13]

However, during the early pandemic time of COVID-19 (2020 - 2021), the number of e-commerce consumers in Indonesia rose up to 32 million users from 17 million users [9]. In that period until today, e-commerce leads the digitalization in service products in Indonesia with the millennials and Gen Z dominating the internet [Figure 1].

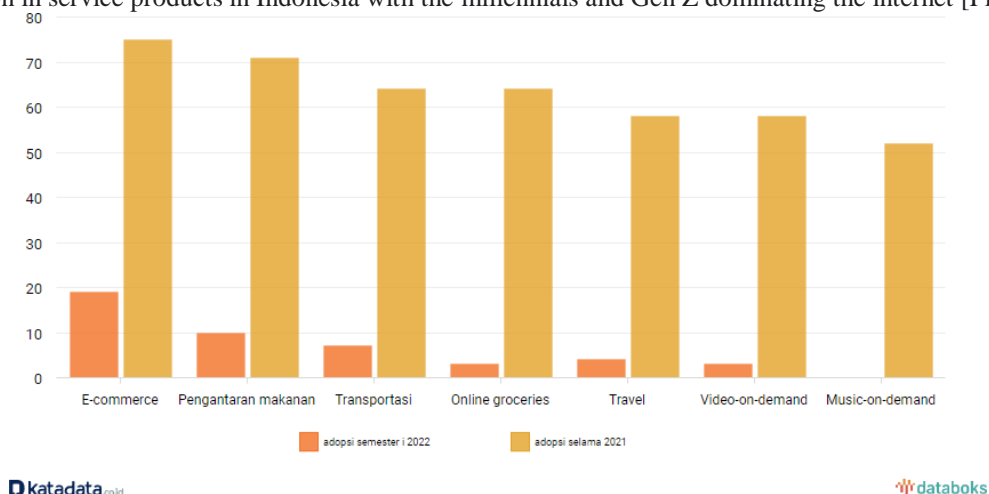


Figure 2. Digital adaptation in service business (Source: katadata.co.id)

Most sellers in e-commerce were categorized as UMKM and UMKM itself is the main target market for most popular e-commerce in Indonesia such as *Tokopedia*, *Shopee*, and *Bukalapak*. The Millennials and Gen Z also dominate the e-commerce market [Figure 2]. E-commerce helps UMKM in reaching a wider range of potential consumers by creating a digital store for free with a certain amount of admin fee for each product sold. E-commerce also helps UMKM to promote UMKM products in various ways. For example, connecting their online store to social media accounts (For example: *Facebook*, *TikTok*, *Instagram*), having their own social media in their platform like what *shopee* did with their *Shopee Live* and *SVideo*, and messaging feature to facilitate seller to interact with consumers both in broadcasting and private communication to promote their products. What differentiates UMKM and large well-known companies is the shorter chain of command which makes the seller — which is mainly the UMKM owner— and consumer have direct communication. This makes UMKM better in responding to messages from their own consumers because the owner who runs almost every aspect of their business receives critiques, inputs, and praises from their customer through direct messaging and/or the product’s comment section. Some UMKM products, for example smartphone cases, have more variety and are able to custom design rather than large smartphone case producers like *Otterbox* for example.

The Internet provides equal opportunities for all because it is cheap to access. All we need to have is a desktop computer, laptop, or smartphone with internet connection. Equal opportunities make the UMKM able to execute experimental ideas and concepts than an established corporation. UMKM has a chance to fill in the gap on what is not in the market, and experiment with their style of communication. If a product from an established corporation fails to satisfy their customer expectation and receive harsh critique, the media will blow it up, netizens will go wild to spread up and critique the mistake or worse the society could do a boycotting. Boycotting leads to decrease in revenue, and a bad image for the corporate. UMKM could experiment in many aspects with little worry to experience an extreme social punishment or huge monetary loss if they create a blunder intentionally or not.

As a form of community service by Binus University and an effort to support the government, the author conducts training workshops on making video advertisements and video profiles for UMKM stakeholders who are generally women (Kementrian Keuangan Republik Indonesia, 2022), housewives from the middle to lowereconomic circles aged between 25-50 old years who live around the Binus University Alam Sutera area.

2. PROBLEM DEFINITION

Many women operate the UMKM. According to a study by the tax ministry, women employ 52 percent of 63.9 million UMKM owners. During the Pandemic COVID-19 era in 2020-2021 based on research done by UNDP and LPEM UI, 1180 of their respondents showed that 48% of UMKM struggled in their raw materials, 77% of UMKM had a significant decrease in income, 88% of UMKM had a low demand, 97% of UMKM experienced decreased in value assets (Kementrian Koordinator Bidang Perekonomian, 2022). According to data from the Indonesian joint funding Fintech Association (AFPI), in 2020 there were around 46.6 million out of a total of 64 million UMKM in Indonesia who did not have access to capital from banks or non-bank financial institutions (Kementrian Koordinator Bidang Perekonomian, 2022).

In the workshop, seven women came from the middle lower economic class. Most of them had only high school certificates (SMA & SMK). A single male participant also had only a high school certificate. They had no knowledge of filmmaking and professional advertising but can use social media such as *Facebook*, *Instagram*, *Youtube* well. According to the author's own research, most of the video advertisements of UMKM products in *Youtube* and *Instagram* directly show the product rather with 'hard selling' marketing strategy as a delicious, a good and a beautiful product without cinematic narrative structure or storytelling. The study of Dinda Putri about the role of storytelling in advertising and a dissertation of Avriukito Ismandoyo about a successful advertisement of a deodorant product that has cinematic structure, show the role of cinematic narrative or storytelling in an advertisement to direct the viewer's attention and their brand awareness (Dinda 2016; Avriukito, 2019).

3. METODE

The workshop class begins with a discussion on the importance of a cinematic storytelling strategy for a product or UMKM business activity in order to increase the interest of potential consumers and maintain the loyalty and the sense of belonging of the customers. The narrative form comes from the history of creating unique products and the struggles of the founders of UMKM who are mostly women from the lower middle economy class and less educated. By buying the products, the customer should have the awareness that beside the product quality he or she can support the empowering of underprivileged and poor people as well.

The strategy of advertising language was shown through three important theories in film and communication science, namely Montage Theory (Sergei Eisenstein), Realism (Andre Bazin) and Semiotic (Ferdinand de Saussure). In the case of Montage Theory, the author uses the simplified 'mathematical formula' which was founded by Sergei Eisenstein "One image (shot one) plus one other image (shot two) becomes the 3rd image in the mind of the audience or potential consumers [Figure 3]. Then some examples of semiotic theory were shown such as the one which is used by an international ice cream brand Haagen Dazs which changed the look of the advertisement from a sexy, glamorous, luxurious female model to an image of 'ordinary people' and urban youth. [Figure 4]. According to this example the selection of images which is seen in advertisements should reflect who are the potential consumers of these UMKM products. Semiotic refers also the society consensus such as the different meanings of the color red in many cultures (luck and happiness in Chinese society, and danger and desire in other societies). The two theories are linked with the elaboration of Realism Theory (Andre Bazin) which utilizes a *long take* camera technique and *the depth focus* so that potential consumers get an impression of reality during watching the advertisement. A long take camera technique is usually used by documentary film and makes a film flow uninterrupted as if everything that is seen on the screen is not constructed.







Shot 1	Shot 2	Gambaran ke 3 di benak
		= IWAN DESIRES THE SOUP
		= IWAN LOOKS SAD
		= IWAN DESIRES HER BEAUTY

Figure 3. Montage Theory (own slide presentation during the workshop)

Semiotic Example



Figure 4. Semiotic (own slide presentation during the workshop)

4. CONCLUSION

In the process of learning the basic theory of films and advertisements, the participants took an interactive process with the participants being active in asking questions and sharing stories of the ups and downs of their UMKM businesses. In general, for the first time the participants understood the working mechanism of 'soft-selling' advertising and how to create it. A soft-selling advertising strategy usually uses indirect statements about the product quality and why the consumer should buy that product. Through this first session, there was also the need for an extra session to train the participants in making a story for their commercial advertising film. Participants will describe the strength and the selling points of their products and transform it into a fictional short story. The trainer will assist them in writing a synopsis. The second session will be closed by realizing their short advertising video (one to two minutes) by using a smartphone and editing software (InShot for android and Davinci Resolve for notebook) which will be screened in the third session of the workshop. To attract the participant to complete their training, one of their favorite videos will be awarded with 500.000 Rupiah.

The drawback of the first session was the lack of time to train and operate the camera for the participants, which consisted of 8 UMKM owners. Therefore, we will use smartphones for the next session. The training event which was held on Saturday on 18 June 2022 turned out to be causing many UMKM owners to not be able to attend, although some stated that they were interested in joining because they read the workshop title "Improving UMKM Product Selling Points via Cinematic Storytelling". They also asked for presentation slides of the first session and are willing to join the second session.

The second session will also introduce how to create a vertical video advertisement. Video advertisement has a high demand due to the huge number of smartphone users. Smartphone users prefer to watch and read content in a vertical frame just like how they usually operate the smartphone in daily life (Wrike, 2022). This has been proven by UMKM business that rose during the pandemic COVID-19 era like F&B UMKM Rumah Nahla which is owned by Intan Pratiwi, a Sundanese woman based in Bogor, West Java. Rumah Nahla started its success by taking advantage of the internet, e-commerce, and social media. Rumah Nahla sells traditional snacks, cake, brownies, and packaged sambal kurma by promoting it in her social media like *instagram*, *YouTube*, *TikTok*, *Facebook*; website, and e-commerce (Kementerian Koordinator Bidang Perekonomian, 2022). Rumah Nahla *instagram* account, @rumahnahlaofficial feeds are filled with product photos, and dubbed audio-visual vertical storytelling with tips & tricks content, making fun of their product as public entertainment, and promotion announcement.

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