

INSTISARI

Seiring perkembangan zaman, promosi digital menjadi kebutuhan penting untuk meningkatkan daya saing produk serta brand awarnesse. Freshshoes.shoecare ingin mengembangkan strategi promosi dari konvensional ke digital melalui video promosi produk sabun cuci sepatu "Sneakers Cleaning Premium". Penelitian ini bertujuan menerapkan teknik B-Roll dalam pembuatan video promosi untuk meningkatkan kualitas dan efektivitas penyampaian pesan. Metode pengumpulan data melalui pengumpulan data, identifikasi masalah, dan metode pengembangan 3P (praproduksi, produksi, pascaproduksi), serta pengujian menggunakan skala likert yang diberikan kepada responden umum dan expert judgement dari ahli media. Hasil pengujian menunjukkan bahwa penerimaan video promosi oleh responden umum mencapai 92,7%, sedangkan penilaian ahli media sebesar 86%. Hal ini menandakan teknik B-Roll mampu meningkatkan daya tarik dan kualitas video promosi. Berdasarkan hasil tersebut, disarankan bisnis lokal seperti Freshshoes.shoecare disarankan terus memanfaatkan media digital dan teknik B-Roll untuk membuat video promosi yang lebih menarik dan profesional serta untuk peneliti selanjutnya disarankan memperkaya teknik pengambilan gambar dan melakukan uji A/B pada berbagai versi video agar hasil lebih optimal.

Kata kunci: Promosi Digital, Teknik B-Roll, Metode 3P, Skala Likert, Expert Judgement.

ABSTRACT

Along with the times, digital promotion has become an essential need to enhance product competitiveness and brand awareness. Freshshoes.Shoecare aims to develop its promotional strategy from conventional to digital through promotional videos for the "Sneakers Cleaning Premium" shoe cleaning soap product. This study aims to apply the B-Roll technique in creating promotional videos to improve the quality and effectiveness of message delivery. The data collection methods include gathering data, problem identification, and using the 3P development method (pre-production, production, post-production), followed by testing with a Likert scale administered to general respondents and expert judgment from media experts. The test results showed that acceptance of the promotional video by general respondents reached 92.7%, while media experts' assessment was 86%. This indicates that the B-Roll technique can enhance the appeal and quality of promotional videos. Based on these results, it is recommended that businesses like Freshshoes.Shoecare continue to utilize digital media and the B-Roll technique to create more attractive and professional promotional videos. For future researchers, it is advised to enrich filming techniques and conduct A/B testing on different video versions to achieve more optimal results.

Keywords: Digital Promotion, B-Roll Technique, 3P Method, Likert Scale, Expert Judgment.