

INTISARI

Kopi adalah salah satu hasil komoditi perkebunan yang memiliki nilai ekonomis cukup tinggi, kopi telah menjadi produk minuman yang digemari oleh berbagai kalangan masyarakat, mulai dari petani, buruh, mahasiswa hingga elit-elit politik. Tidak dapat dipungkiri jika kopi telah menjadi bagian dari hidup manusia sejak dulu hingga saat ini. Just Effort Pekuncen merupakan pelaku bisnis yang bergerak dibidang kuliner yaitu kedai kopi yang berdiri sejak tanggal 12 April 2021 yang terletak di Jalan Karangsalam, Karangklesem, Pekuncen, Banyumas. Kedai kopi Just Effort Pekuncen menghadirkan kopi arabica dan robusta dengan harga yang terjangkau sehingga bisa dinikmati dari kalangan masyarakat. kedai kopi just effort pekuncen juga menyediakan menu lainnya seperti, ice coffe, v60, latte, espresso, chocolate, dan milk tea. Permasalahan yang dihadapi kedai kopi just effort pekuncen saat ini yaitu dari segi promosi yang sudah ada belum mengalami kenaikan pelanggan yang signifikan, sehingga owner dari kedai kopi just effort pekuncen ingin menambahkan media promosi dalam bentuk video untuk menarik pelanggan. Penelitian ini menggunakan metode pengembangan sistem yang digunakan untuk membuat Penerapan Teknik Sinematografi Sebagai Media Promosi Just Effort Pekuncen dengan Metode Pengembangan Multimedia dan didukung dengan observasi, wawancara, studi Pustaka, kuesioner dan dokumentasi. kuisisioner berhasil membuat video promosi kedai kopi Just Effort Pekuncen menggunakan teknik sinematografi dengan durasi 2 menit 56 detik dengan hasil pengujian beta test rata-rata rumus indeks dari 30 responden sebesar 85,12%. Sehingga disimpulkan bahwa video promosi Kedai Kopi Just Effort Pekuncen layak untuk didistribusikan.

Kata kunci: kopi, promosi, sinematografi

ABSTRACT

Coffee is one of the plantation commodities that has a fairly high economic value, coffee has become a beverage product favored by various groups of people, ranging from farmers, laborers, students to political elites. It is undeniable that coffee has been a part of human life since ancient times until now. Just Effort Pekuncen is a business actor engaged in the culinary field, namely a coffee shop that was established on April 12, 2021, which is located on Jalan Karangsalam, Karanglesem, Pekuncen, Banyumas. The Just Effort Pekuncen coffee shop presents Arabica and Robusta coffee at affordable prices so that it can be enjoyed by the community. Just Effort Pekuncen coffee shop also provides other menus such as ice coffee, v60, latte, espresso, chocolate, and milk tea. The problem faced by the Just Effort Pekuncen coffee shop today is that in terms of existing promotions, there has not been a significant increase in customers, so the owner of the Just Effort Pekuncen coffee shop wants to add promotional media in the form of videos to attract customers. This study uses a system development method used to make the application of cinematographic techniques as a promotional media for Just Effort Pekuncen with the Multimedia Development Method and is supported by observations, interviews, library studies, questionnaires and documentation. The questionnaire succeeded in making a promotional video for Just Effort Pekuncen coffee shops using cinematographic techniques with a duration of 2 minutes 56 seconds with beta test results the average index formula of 30 respondents is 85.12%. So it was concluded that the promotional video for the Just Effort Pekuncen Coffee Shop was worthy of distribution.

Keywords: coffee, promotion, cinematograph