

PROMOTING PT. ANEKA INDO MAKMUR AND ITS PRODUCTS USING A COMPANY PROFILE VIDEO

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ABSTRACT

This Business Communication Final Project (BCFP) is made for PT. Aneka Indo Makmur (AIM), one of the biggest biscuits manufacturers in Indonesia. The background of the study is the fact that the company has a hard time getting new partners or distributors. PT. AIM does not have a right promotional tool that can convince the partners to work together with the company. Because of this problem, the company cannot develop the business. Thus, PT. AIM needs a company profile video which not only can give a clearer information about the company, but also can function as a marketing tool for PT. AIM, to promote its unique strengths and attract more partners or distributors. This company profile video contains the company's history, product description, structure of the company, employee performance, company's vision and mission statement, company's working environment, and also rewards that the company has received.

Keywords: The company profile video, promotional tool, biscuits company, marketing video

INTRODUCTION

PT. Aneka Indo Makmur, which was established in 2005, is a national company which is engaged in the production of biscuits. PT. AIM cannot attract the potential partners or distributors to cooperate together with the company. Most of the times, the distributors or partners could not get enough information about the company and its products. Thus, many distributors were not interested in making any business deals with the company. Some local or even foreign distributors canceled the business proposal since they could not get a clear information about the company and the biscuits making process at the factory. This problem happened because PT. Aneka Indo Makmur's lack of promotion. First of all, PT. AIM does not have an effective and efficient media to introduce the company and its products to its potential customers. Their current promotional tools do not contain the clear information and show the unique strengths of PT. AIM. This problem should be solved immediately. Because of this problem, the company has difficulty in developing its business. In order to solve this problem, the company needs a company profile video which can communicate PT. AIM's uniqueness to the potential partners or distributors in more convincing and interesting way. It contains three unique strengths of the company, which are always being creative and innovative in creating products, producing high-quality products, and having widespread distribution.

There are some benefits that PT. AIM will get by having this company profile video. First of all, the company will be able to influence and attract new distributors or partners from all around the world. Since this promotional tool is made in a form of video, it can be put on the company's website. Thus, distributors from other countries can easily find and watch the video. Secondly, the company profile video can be a good opportunity for the company to attract more customers, especially young people. Since the company profile video will not only be put on the company's website to attract the customers, but also on social media such as Facebook, Twitter, Facebook, and Instagram, it will make PT. AIM become more well-known in the market. It is a great opportunity for PT. AIM to introduce the products to more people. This company profile video starts with a 30s short advertisement at the beginning before moving to the company profile's session. The main reason is to attract people, especially young people to watch this video. This company profile video can benefit PT. AIM to attract and gain more potential costumers, especially young people to try AIM Biscuit's product. The third benefit is it can be used as a promotional tool in an event or exhibition. Showing the company profile video in an event is one of the most effective ways to

inform and attract the people to buy the products. Thus, the company profile video is needed to help PT. AIM introduces the company and its products when the company joins an exhibition or national event. Last of all, a company profile video gives a professional impression for the company. A company profile video is not only delivering some information, but also creating memorable visual contents or messages. Since the video gives the real picture of the factory and the biscuits making process, the company will be considered as a trustworthy company. As the result, the potential customers will be impressed and interested to consume the products or corporate together with the company. As for me, I expected that I could apply all the theories and knowledge that I have got from all classes that I have taken for the last six semesters. Working with many people here also gave me a chance to improve my interpersonal skills. I had to use the different way of communication while talking with people from different age and cultural background during the video making process. Aside from that, I could also practice my Written English since I needed to write the English Subtitle and some English keywords in the video. Finally, working on this project gave me a valuable experience that I can use in my portfolio later.

PRINCIPLES FOR DESIGNING NEW PRODUCTS

In designing my BCFP, which is the company profile video for PT. Aneka Indo Makmur, it is important to understand what a company profile video is, what steps should be taken in designing it, what elements or contents should be included in it, and what the criteria for a good company profile video are.

Based on *businessdictionary.com* (2016), "A company profile is a concise description which, among other items of information, includes (1) firm's history, (2) number and quality of its human, financial, and physical resources (3) organizational and management structure, (4) past, current and anticipated performance, and (5) its reputation, and the standing of its goods or services". Since, a company profile video is relatively a new term in a marketing world, it is a little bit difficult for me to find the exact definition of a company profile video. Therefore, I am using another term which is "Corporate Video" that more or less has the same meaning in order to get the information about what a company profile is. According to the *hyperdictionary.com* (2008), "A corporate video is video whose purpose is to introduce a company or business in a positive way. There are many reasons for having a corporate video, including; introducing the customers to the products and services of a company, educating the customers about the company's offerings, and sending a credible message to the company's customers, partners, or investors". The last source that I use here is from *iov.co.uk* (2010). IOV stands for Institute of Videography. This organization is located at United Kingdom (UK). According to this source, "A Corporate Video is an all-encompassing description of video programs made for business or information purposes. This includes product/service/company promotional videos, training videos and information videos." From these three sources, I can conclude that a company profile video is one of the promotional tools, in a form of a video that is used by a company or an organization to inform or introduce the company and its products or services in a positive and professional way in order to attract its potential customers.

Since a company profile video is a new term in the marketing world, there is not exact formula that can be used. Each company has different problems and goals or purposes. Therefore, the content, the length of the video, the type of information of the company profile video will be depending on what the company wants the video looks like. It should be related with the image or the goals that the company is trying to reach. It is beneficial to use the right concept and information in determining the main elements of the company profile video. According to Wahana Komputer (2008), there are several elements that should be included in making a company profile video:

1. History of the Company

This part includes the information on how the company was established and when it started to operate its business. From this part, the company can show the stories behind their success and how they cope with the problems. It can create audience's impression to the company.

2. Company's structure.

This session will point out the positions in the company, from the directors to managers and staffers. This part describes the people who are working for the company. To make it the video look more interesting, we can choose the workers or the staff who have given important

contribution to the company or those who have influential positions in the company. By doing this, we can ensure the customers or the people that this company are handled by professional people in their fields.

3. Vision and Mission Statements

Vision and mission statements here emphasizes more on the ideology or the beliefs that the company holds. This part shows the objective or the purposes that the company is trying to achieve. A vision here shows the goals that the company wants to reach within the year or in a future.

4. Employees Performance

It shows the values or the concept that the company is trying to set to all workers and members in the company or an organization. It describes the way the directors or the founder of the company and the staff, together with all the workers in the company act, think, feel, and react while working. This part is very essential because from this point the customers can judge and differentiate the company with others.

5. Products Description

This part will give the viewer more information about the products, services, or the facilities that the company has. It will be better if we can show the most popular or outstanding products here. The reason is because we want to attract the potential customers here.

6. Achievements or Rewards

It is important to tell people what the company has done or got so far. In this part we can mention the certificates that the company has received before. For instance, in my case, I will show the some certificates that PT. AIM has got for always maintaining its quality in producing the biscuits. It will show that the company is a trustworthy company. Thus, the potential customers such as distributors will consider this part before making a business deal.

7. The working environment

This part will give the audience a clear picture on the working condition inside the company. We can show the machines, laboratory, the warehouse, and many more. The reason is to show that the company has a comfortable and safe working environment. In PT. AIM's case it is important to show the condition inside the factory. From this point, the distributors or partnets can see how PT. AIM maintains its cleanliness in producing the biscuits. They can also see the quality of the machines that PT. AIM has.

Promotional video such as a company profile video is becoming popular nowadays. A lot of business fields use a video marketing to atract the customers. However, this is the difficult part. The way we bring the words and images into life is not as easy as when write a printed company profile or marketing booklet. Here, we should show the important messages that the company is trying to convey, yet at the same time, the video should look appealing and powerful to attract the potential customers. A lot of things need to be considered before making a company profile video. According to the Wahana Komputer (2008), there are some criteria that should be concerned in order to create a good company profile video.

The first criteria is the company profile video should be brief. A good company profile should not be too long or short. If the company profile video is too short, the audience may not able to get the necessary information that they need from the video. It is better if we can make a company profile video with the duration less than 15 minutes. If more than that, the audience will not be interested in watching it until the end of the video.

The second criteria is the company profile video should contain solid information. The information that we put here should be the right one. It means it is really based on the real situation of the company.

The third criteria is a good company profile should be clear. The information that the company wants to deliver to its potential customers or audience should be reasonable and easy to be understood. It means we are not expected to use complicated or confusing words in explaining each part the video. If it is hard to be understood, the audience may not able to get the messages of the video.

The fourth criteria is we should give a complete information. It does not mean that we should explain the whole information of the company. We can just classify the important positions in the company and mention some names there. If we are explaining all the things, there is not enough time to explain other parts of the company.

The last criteria is a good company profile video should look interesting. Since the video will be used by a big company, even uploaded on the social media, the quality of the video must be good. There are three important things that we should consider if we want to make an appealing company profile video. First of all, our video should look interesting visually. In order to attract the audience, it will be better if we give some animation or special effects and keywords in the video. The next point is the audio. In this case we need to choose the right background music for the video. It can be elegant, inspirational, pop, or even happy music instrumental. Besides that, the voice of the narrator or actresses or actors should be considered too. The voice should be clear and easy to be understood.

The last aspect will be the content of the video itself. We should decide whether it is an informative or persuasive company profile video. If it is persuasive, the content should really attract the audience to buy the goods.

The principles or the concept of the video that I will make will be based on the PT. Aneka Indo Makmur's needs and wants. The video should be able to solve the company's problems and attract the investors. In my case, I will use all of the principles from Wahana Komputer (2008), except for the structure of the company. I will not explain all positions in the company.. However, I will mention which departments that should be responsible in creating new products, handling market research, doing experiments, and maintaining the quality of the biscuits.

PRODUCTS AND RATIONALE

The product is "Promoting PT. Aneka Indo Makmur and its products using a company profile video. The company profile video contains important information that can attract the potential distributors and partners from around the world. This company profile video consists of PT. AIM's history, company's vision and mission statements, products description, employee's performance, certificates or rewards, company's structure and working environment. However, I classified the part of the video into three sessions, such as opening, body, and closing.

This company profile video is made in an elegant style that reflects professionalism, considering PT. AIM's tagline, to be the best biscuits company, both in quantity and quality. In this case, the setting, music background, animation, and visual effect of the company profile video should look sophisticated and interesting. An elegant and inspirational music instrumental is used as a music background of the video. The company profile video also consists a lot of animation and visual effects that will add professionalism value to the company. While for the short advertisement at the beginning the company profile video uses a colorful and funky style, both for the music and the content of the advertisement. It is related to the purpose of the video which is to attract young people who watch it in social media for the first minute.

Regarding the contents, all of the features mentioned above are used in the company profile video, except for the structure of the company, considering it is not related with the company's problem. PT. AIM's company profile video consists of seven features, such as "Company's history", "Products description", "Structure of the company", "Employee Performance", "Rewards or Certificates", "Working environment", and "Company's vision and mission statement". To make it easier, this company profile video is divided into three parts, which are the opening, body, and closing. In the opening part, the company profile video starts with a short advertisement on PT. AIM's most popular product which is Roasted Corn Cracker. The reason was because to tell people that this product belongs to PT. AIM. The people here can be the potential distributors or partners and the individual customer who is using social media. The reason I made a short advertisement here was because this company profile video was made not only to promote the company itself but also the products as well. Besides that, the company profile video here will be uploaded to YouTube, Facebook, Twitter, and Instagram. It will give the company an opportunity to be more well-known in the markets. The second feature that I used was "Company's history". This feature contained brief information about how the company started its business, what kind of products that the

company had made in the past. I also made some comparison on the development that the company has made so far. For instance, at the beginning, they only had one brand, but now they have 7 brands with more than a hundred products which can be consumed by everyone from all ages. By showing this, I would like to show that in 20 years, PT. AIM can develop so well in creating products and making new brands. This point will convince the distributors that PT. AIM is one of the best biscuits manufacturers in Indonesia.

Next, The third feature is “Structure of the company”. This part is included in the body session. Here, I did not mention all the positions in the company. I just mentioned some departments that really worked hard in creating new and innovative products. Those who were keep doing market research in order to improve the quality of the products. Based on the book that I used as a source in making this company profile video, Wahana Komputer (2008), I do not need to include all departments here. Just explain which department or team in the company who is influential in creating products. In this case, I tried to show the marketing and research and development departments. The fourth feature is “ Employee Performance”. This feature shows the way the staff and the workers work. I used this part to show the unique strengths that the company has. It is because the way the workers work reflects some unique selling points that PT. AIM has. There are three unique strengths that I mentioned here. First of all, the company is always creative and innovative in making new products. It is proven through the products that the company has made. One of the examples is Roasted Corn Cracker. Secondly, PT. AIM is always producing high-quality biscuits. Besides using the best quality of local and imported ingredients, all of the products here should pass the chemical and microbiological tests. For this reason, quality is always becoming the company’s main concern. I also pointed out the cleanliness part of the company, from the way the workers washed their hands, wore hats, and mask before making the biscuits. The clean and safe working environment also reflected in the video. The last unique strength will be the widespread distribution. Their products have been distributed in almost all parts of Indonesia. They have also exported their products to more than 20 countries in the world. By doing this, we have at least shown one good point that the company has to the distributors. In this part, I also mentioned the future plan that the company will do. For example, in the next few years PT. AIM is planning to enter the European market. By pointing this, it will open an opportunity for potential distributors from Europe to cooperate with PT. AIM in the future. A good company profile should at least project out their plans in the near future so that the potential customers will be interested in making a business deal.

The fifth feature is “Rewards or World’s Recognition”. This part is focusing on the certificates or rewards that PT. AIM has received. The company’s commitments to quality are reflected through the national and international certifications that they have acquired, such as HALAL Certificates, BPOM-MD Certificate, SNI Certificate, HACCP Certificate, and ISO 22000 Certificate from WQA. This point will obviously show that PT. AIM is one of the most competent and credible biscuits manufacturers. They do not only get recognition from the national government, but also receive the international certificate. It shows that the products of PT. AIM is qualified to be consumed by everyone around the world.

The last part is the closing part. In this section, I tried to remind the audience of the products that the company has. However, before I went to the products section, I also mentioned the vision statement of PT. AIM “ To be the best biscuits company, both in qualities and quantities”. This line ends the company profile session of PT. AIM. The reason I put it at the end because I would like to emphasize the purpose of PT.AIM. People will generally remember what we say at the end. I would like to make a strong closing. While for the mission I did not say clearly in words, but it is reflected through the unique strengths that the company has. At the end, the audience will see some of the popular products of PT. AIM. In this company profile video, I tried to make the video looked appealing by involving young people more here. Young people is important here since they have the better mobility to get the products, and they can influence older and younger generation to consume the products. If the distributors see that many young people like the biscuits, they will be more likely to buy the products from the company because young people are more influential. The reason is to make the distributors think that if they buy these products, they can also easily sell it in the market because young people like it. products of PT. AIM so that later.

CONCLUSION

For my Business Communication Final Project (BCFP), I decided to make a website for PT. Aneka Indo Makmur, one of the biggest biscuits manufacturers located in Sidoarjo. The problem of this company is the company cannot attract the new distributors or partners to cooperate with PT. AIM. Nowadays, people are expecting an easier way to do something. For instance, before making a business deal, many distributors asked PT. AIM to send them a company profile video, so that they can see the biscuits making process, the products, the distributions, the condition of the factory. All of these things affected the decision at the end. Since PT. AIM and its products are not really popular in the market, many distributors needed to check the quality of the company first. They can come to the factory if they want. However, visiting the company would take time, money, and energy. The other consideration was they were worried if after they come to the factory and they do not make any deals, this will be a waste of time. That is why a lot of distributors or partners nowadays expect the company to send them an effective and efficient promotional tool that can give a clear picture about the company without they have to come to the factory. PT. AIM's current promotional tools do not contain the unique strengths of the company which can attract the potential partners and distributors. Thus, many distributors were not interested in making any business deals with the company. Because of this problem, the company has difficulty in developing its business. In order to solve this problem, the company needs a promotional tool which is a company profile video. This company profile video can solve the company's problem. It contains three unique strengths of the company, which are always being creative and innovative in creating products, producing high-quality products, and having widespread distribution. This company profile video can help the company to introduce and deliver important information about the company that the distributors need.

There are seven components in the company profile video: Company's history, Product description, Employee performance, Structure of the company, Vision and Mission Statement, Working environment, and Rewards or Recognition. These features should be included in the company profile video, since it can help the company to deliver the important messages to the potential customers, such as the distributors or partners. These all are the components, however, I also classified the parts of the video into three sections, opening, body, and closing. , I tried to put the company's history and showed the progress or improvement they have made. However, before explaining the company history, I began the video by showing the PT. AIM's most popular product, which is Roasted Corn Crackers. I created a 40s commercial video at the beginning. The reason is because I would like to attract the attention of the audience who will watch the video

Next, I showed the logo and the whole view and building of the company from above. In this section, I gave a brief information about the history of the company. I explained how the company started its business at the beginning. I also showed the development that the company has made from the past until now. Here, I tried to show the machines, the biscuits, and the workers in the factory. The second part is about the body. This session includes the uniqueness of the company, product description, structure of the company, and working environment. I mentioned three uniqueness that I have found in the company, such as they are always being creative & innovative in making products, producing high-quality biscuits, and having widespread distribution. These points will differentiate PT. AIM from other biscuits manufacturers in Indonesia. It will certainly attract the potential customers since the information that I give here is related to the distributors' needs and wants.

. Before going to the closing, I also explained the future plan that PT. AIM is going to reach. The reason is because I want to attract the distributors and partners in these areas to start planning a partnership with PT. AIM. It will give some opportunities for other partners all around the world to work together. The last part is the closing. In this session, I included the vision and mission statements of PT. AIM and tried to mention the products again. However, I did not just shoot the product itself, but I made some scenario or situation showing people were enjoying the biscuits. The point of showing the products at the end is to show to the audience that a lot of people like the biscuits. Moreover, based on the Wahana Komputer (2008), we do not have to show all products that the company has. We can only show the popular products to attract the potential customers. There is also no exact formula or rule on where we should put the products of the company in the video. I put it there to make the video look interesting and attract the customers at the same time.

PT. Aneka Indo Makmur can use the company profile effectively to attract the potential customers, such as distributors or partners. This company profile video can solve's the company problem and help the company to get more customers not only from Indonesia, but also from other countries. Since the company profile video will be uploaded to the social media, it will not limit the number of distributors who want to cooperate together with PT. AIM. The more people who know about the company and its product, the more people will buy the products. If there are a lot of people who want to consume the products, the distributors will come to the company by themselves. this video can really help the company while doing a presentation in front of its potential customers. It is more effective and efficient. The company can also use this company profile video while they are joining an exhibition or event. PT. AIM does not need to appoint someone from the company, they can just play the video and show the unique strengths of the company through the video.

For the next students of English for Business Communication of Petra Christian University who want to make the similar Business Communication Project (BCP), it will be better if you talk informally with your supervisor at the place you will do your internship during your internship period at that company. Try to explain the problems that you have found in the company and mention the effects of it if the company does not take any serious action. Do not forget to explain the cause of the problems and the best solution that you are trying to give to them. After talking informally with the supervisor, ask them to involve you in a meeting because you need to explain the problem to all people there. If possible ask the directors of the company to listen and give comment to your findings. Make a simple but strong presentation to the company people. After giving a presentation, do not forget to show the cost of the project. It should be clear from the beginning that there will be cost for this project. After receiving the decision, you make the contract as soon as possible. This is to avoid unexpected things. The company may cancel their approval sometimes.

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