



Designing a Business Profile Video to Increase Interest in Cooperation at the Forest Smoothie Company

Indry Chairina^{1*}, I Nyoman Yoga Sumadewa², Ashar Banyu Lazuardi³
Bumigora University

Corresponding Author: indry.chairina26@gmail.com

ARTICLE INFO

Keywords: Business Profile Video, Forest Smoothie, B2B, Pipeline, Business Cooperation, Sustainability

Received: 22, August

Revised: 21, September

Accepted: 30, October

©2024 Chairina, Sumdewa, Lazuardi : This is an open-access article distributed under the terms of the

[Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Forest Smoothie faces challenges in increasing interest in cooperation with potential business partners. This research aims to design a Business Profile Video that can attract attention and increase cooperation interest in a Business-to-Business (B2B) context. The method used in this research is the pipeline method, which includes pre-production, production, and post-production stages. In the pre-production stage, needs analysis and video concept planning were conducted. The production stage involved shooting and audio recording, while the post-production stage included video editing and adding graphic elements. The results showed that the designed Business Profile Video was effective in conveying the company's message, increasing brand awareness, and attracting cooperation interest from potential business partners. Evaluation was conducted through a questionnaire that showed positive responses from respondents regarding message clarity, visual appeal, and increased interest in cooperating with Forest Smoothie.

INTRODUCTION

Forest Smoothie was founded by Philip Dickenson in 2019 with the goal of planting one trillion trees and reducing global warming. In addition to producing healthy plant-based drinks, the company is committed to education and environmental conservation. They have been involved in reforestation projects in various countries such as Kalimantan, Haiti, Madagascar, and Kenya, and plan to expand these activities to other countries. Rapidly increasing environmental and health awareness has driven the healthy beverage market.

Consumers now prefer organic and environmentally friendly products, a trend accelerated by the COVID-19 pandemic. Forest Smoothie sees this opportunity as a way to grow their business while helping communities and the environment.

Forest Smoothie collaborates with various parties, including the Borneo Nature Foundation, to undertake large-scale reforestation projects. One of their main projects is planting trees in the Sebangau rainforest in Kalimantan, home to approximately 6,000 orangutans.

This project is carried out with local communities and NGOs to protect the environment and halt industrial activities that harm forests. Despite conducting various social media campaigns, Forest Smoothie still faces difficulties in introducing the "You Drink We Plant" concept to potential business partners. Strong partnerships are needed to spread the company's message and mission and support their operations.

To address these challenges, Forest Smoothie applies the 5W + 1H analysis method to understand the company's operations, challenges, and prospects more comprehensively. The main issue identified is the difficulty in enhancing cooperation with new partners.

The target audience includes cafes, business partners in various countries, and the general public concerned about environmental conservation. Opportunities to expand into new countries and increase public understanding of the importance of reforestation through educational promotional videos are also identified. Threats faced include competition from other beverage brands, resource limitations, and changes in environmental policies that could affect their operations or sales.

This research aims to design a Business Profile Video that can attract attention and increase cooperation interest in a Business-to-Business (B2B) context. The main reason the author chose to create a business profile video is because this visual medium has the ability to convey messages more clearly and engagingly.

A profile video can explain the "You Drink We Plant" concept in an easier-to-understand and emotionally compelling manner, thereby potentially increasing understanding and interest among business partners in Forest Smoothie. The method used is a pipeline method that includes pre-production, production, and post-production stages.

In the pre-production stage, needs analysis and video concept planning are conducted. The production stage involves shooting and audio recording,

while the post-production stage includes video editing and adding graphic elements. By using this strategy, Forest Smoothie hopes to enhance collaboration with business partners and expand their positive impact on the environment. The designed Business Profile Video is expected to clearly convey the company's message, increase brand awareness, and attract cooperation interest from potential business partners. Evaluation through questionnaires shows positive responses from respondents regarding message clarity, visual appeal, and increased interest in collaborating with Forest Smoothie.

LITERATURE REVIEW

Design is a process that aims to analyse, assess, improve, and compile a system both physical and non-physical systems that are optimal for the future by utilizing existing information (Nur & Sayuti, 2018). Design is an activity or engineering design that starts from ideas, design innovation, or the ability to produce works and creations that can actually describe market demand due to technological research and development (Prasnowo, Findiastuti, & Utami, 2020).

In the context of Forest Smoothie, design is a key element in developing sustainable business concepts and strategies. The design process not only includes plant-based beverage products but also involves the design of partnership systems, promotions, and environmental campaigns. Forest Smoothie strives to implement innovative ideas in its product design and business model in line with the needs of a market that is increasingly concerned about the environment. By utilizing information on reforestation values, sustainability, and consumer preferences, Forest Smoothie's design includes optimal physical and non-physical aspects to create a positive impact on the environment and achieve their business goals in the future.

The design of a Business Profile Video plays a crucial role in increasing business cooperation interest. This video serves not only as an introduction but also introduces the company's history, future vision, and sustainability efforts, helping potential partners better understand Forest Smoothie and what it offers. By combining visual elements and narration, the video enhances brand awareness, builds emotional connections, and strengthens the company's image.

Additionally, the profile video can motivate employees, highlight their achievements, and reinforce internal collaboration spirit. By paying attention to best practices and following tips in designing Business Profile Videos, companies can ensure that their profile videos are effective in building cooperation interest and strengthening relationships with business partners. (Nawadwipa, 2023).

The main priority of B2B is to build sustainable cooperation with consumers. This concept allows marketing to focus on the relationships built between business owners and their customers. Relationship Marketing, as described by Kotler in 2017, is the practice of building long-term relationships that satisfy consumers, suppliers, and channelers in order to keep the business afloat in the long run. (Rumefi, 2023). This research aims to design and

implement an effective B2B (Business-to-Business) marketing strategy for Forest Smoothie to achieve sales targets.

Focusing on selecting appropriate communication channels, relevant and persuasive messages, and effective marketing technologies, Forest Smoothie hopes to enhance communication with their business clients. The business profile video is considered crucial in this effort, serving as a tool to convey the company's values, vision, mission, and commitment to sustainability, as well as to expand marketing reach and strengthen sustainable partnerships.

In efforts to expand its impact on environmental conservation and preservation, Forest Smoothie may consider using partnerships as an effective business cooperation strategy. General partnerships emerge as a suitable option, where all partners share full responsibility as well as proportional benefits and risks.

By engaging cafes, restaurants, or other businesses aligned with sustainability visions to collaborate, Forest Smoothie can broaden its influence. Through such partnerships, they can enhance tree planting efforts and sustain environmental conservation more effectively. In doing so, the business entities involved may share resources, expertise, or market access to improve overall business performance and results. (Dini, 2023).

Storytelling in Business Profile Videos is an art of combining audio and visual elements to convey compelling and relevant stories about a company, product, or service. In a business context, storytelling not only creates emotional connections with customers but also builds a strong brand identity and sets it apart from competitors.

In designing a Business Profile Video to enhance cooperation interest in Forest Smoothie, storytelling becomes a key strategy to attract the attention of potential business partners. Through inspirational stories and authentic customer experiences, this video not only brings the company's values and mission to life but also explains why partnering with Forest Smoothie can have a positive impact on the environment and society (Gatari, 2019).

The AIDA theory (Attention, Interest, Desire, Action) is used in designing the Business Profile Video to increase cooperation interest in Forest Smoothie. With this concept, the video will be designed to capture the attention of potential business partners towards the sustainability values advocated by Forest Smoothie (Attention), increase their interest in collaboration (Interest), evoke desire to engage in tree planting initiatives and other sustainability programs (Desire), and encourage concrete actions to initiate or enhance business cooperation (Action).

Thus, the application of the AIDA theory will ensure that this Business Profile Video is effective in inspiring and inviting potential business partners to engage in mutually beneficial cooperation with Forest Smoothie (Sandi, 2022).

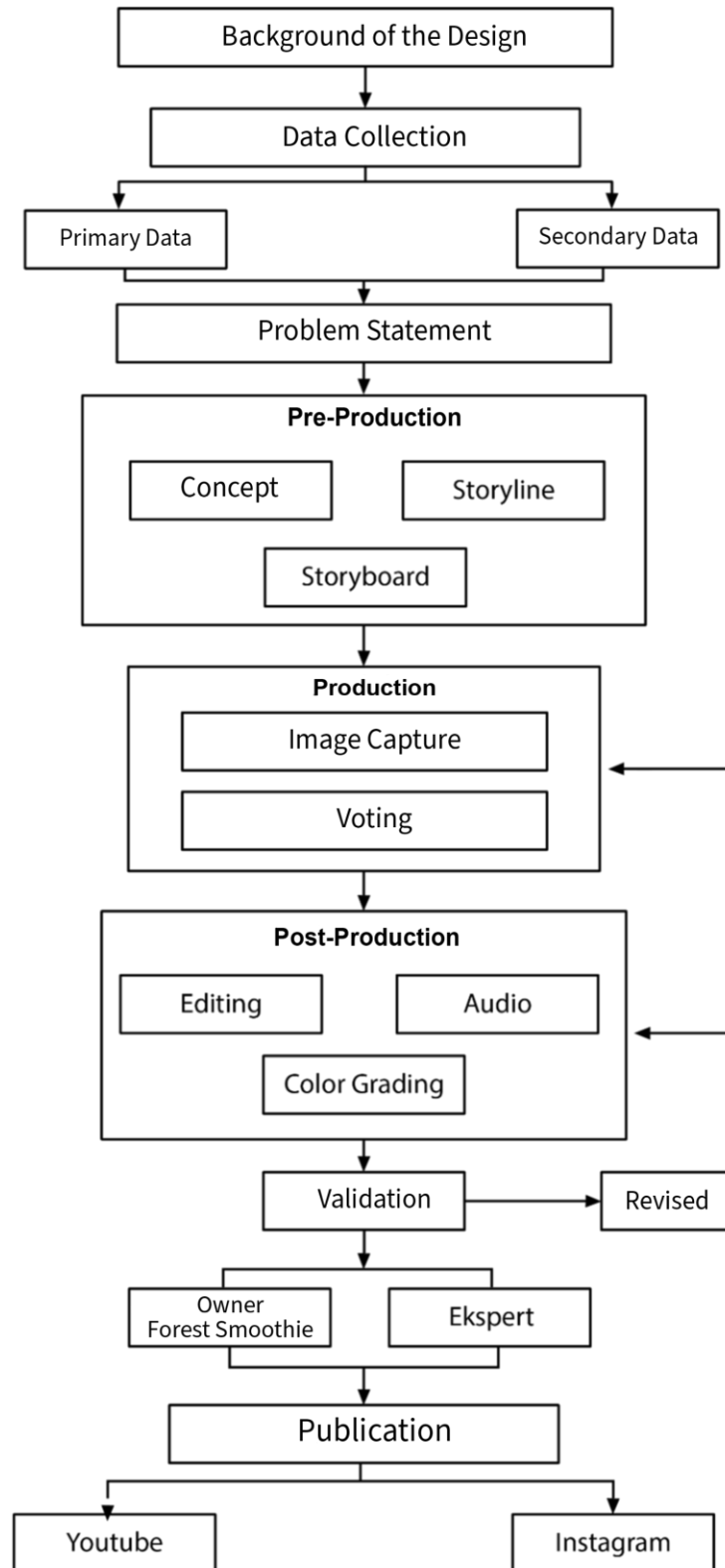


Figure 1. Design framework

METHODOLOGY

The methodology employed in this research follows the pipeline method, encompassing three main stages: Pre-Production, Production, and Post-Production. This approach ensures a structured and systematic process in creating the Business Profile Video for Forest Smoothie, aiming to attract potential business partners and enhance brand awareness.

1. Pre-Production

The pre-production stage involves extensive planning and conceptualization to ensure the video aligns with the objectives of Forest Smoothie. Key activities during this stage include:

- **Needs Analysis:** Identifying the target audience and understanding their preferences and expectations.
- **Concept Development:** Crafting the storyline and visual style to effectively convey Forest Smoothie's mission and values.
- **Storyboarding:** Creating detailed visual representations of each scene to guide the production phase.

2. Production

In the production stage, the plans and concepts developed in the pre-production phase are executed. This stage involves:

- **Filming:** Capturing high-quality video footage that adheres to the storyboard.
- **Audio Recording:** Ensuring clear and professional audio to complement the visual elements.
- **On-Site Management:** Coordinating all activities on the shooting locations to maintain efficiency and quality.

3. Post-Production

The post-production stage involves refining and assembling the captured materials into a cohesive and engaging video. Activities in this stage include:

- **Editing:** Cutting and arranging video clips to create a smooth and logical flow.
- **Graphic Integration:** Adding visual effects, titles, and other graphical elements to enhance the video's appeal.
- **Sound Design:** Incorporating background music and sound effects to support the narrative and mood.
- **Final Review and Adjustments:** Conducting thorough reviews and making necessary adjustments to ensure the video meets the desired quality and objectives.

4. Data Analysis Methods

To evaluate the effectiveness of the Business Profile Video, the following data analysis methods were employed:

- **5W+1H Analysis:** This method involves answering the questions of What, Who, Where, When, Why, and How to understand the target audience and their interaction with the video.

- **SWOT Analysis:** Assessing the Strengths, Weaknesses, Opportunities, and Threats related to the video and its impact on Forest Smoothie's business strategy.

5. Evaluation

The final video was evaluated through a questionnaire distributed to a sample audience. The questionnaire assessed various aspects such as message clarity, visual appeal, and overall impact on the viewers' interest in partnering with Forest Smoothie. Positive responses from the questionnaire indicated the video's effectiveness in achieving its goals.

RESULT AND DISCUSSION

Forest Smoothie's communication strategy aims to introduce the "You Drink We Plant" concept to potential partners and consumers. Communication is carried out through the creation of an informative and persuasive business profile video, emphasizing the benefits of partnering with Forest Smoothie in reforestation efforts. This video is designed to educate, enlighten, and attract audience interest in the company's environmental initiatives. The research highlights the importance of conveying the company's main message through engaging visuals and storytelling, with a primary focus on the unique concept of Forest Smoothie, "You Drink, We Plant," which combines product sales with reforestation efforts.

During the pre-production phase, a needs analysis is conducted to determine the main message to be conveyed, the target audience, and the visual style to be used. Preference studies and values of potential business partners are also conducted to ensure the video's relevance and appeal. The production phase involves filming to showcase Forest Smoothie's unique features, such as the company's unique concept, reforestation efforts, and the benefits of joining Forest Smoothie. Contemporary technology and good cinematography techniques are used to enhance the video quality.

The post-production process involves editing the video to produce a clear and engaging storyline, adding graphic elements that support the message, and adjusting audio and visuals. The video is evaluated through feedback from the internal team and potential business partners before the official launch. This business profile video is then published through various social media platforms such as Instagram, Facebook, and LinkedIn to increase awareness and partner participation.

Opening Business Profile Video



Figure 2. Opening Business Profile Video

Content of Business Profile Video



Figure 3. Content of Business Profile Video

The communication strategy will focus on creating informative and persuasive promotional videos to explain the benefits of reforestation to new partners. This aims to educate and attract interest, ensuring new partners clearly understand the value of reforestation and strengthen their commitment to environmental preservation.

To enhance brand recognition and reinforce Forest Smoothie's image, various supporting media have been developed. These include mugs, t-shirts, tote bags, highlight icons, WhatsApp stickers, printed stickers, X-banners, and more, with a strong iconography approach to highlight easily recognizable visual characteristics. These media are not only promotional tools but also distinguishing elements that emphasize the brand and the message conveyed.

The research detailed in the document shows that the design of the business profile video for Forest Smoothie successfully increased interest in cooperation among potential partners. The research results highlight that the video effectively conveyed the company's message, increased brand awareness, and attracted cooperation interest through engaging visuals and strong storytelling.

In the pre-production phase, a comprehensive needs analysis was conducted to define the main message, target audience, and visual style. This ensured that the video was relevant and appealing to potential business partners. During production, contemporary filming techniques showcased Forest Smoothie's unique features, such as their reforestation efforts and the

benefits of partnering with the company. In the post-production phase, the video was edited to create a clear and engaging narrative, with added graphic elements to support the message and adjustments in audio and visuals for optimal quality.

The communication strategy centered around the "You Drink We Plant" concept, educating and attracting audience interest in the company's environmental initiatives. The video was published on various social media platforms to increase awareness and partner participation.

Based on the research findings on the design of Forest Smoothie's Business Profile Video, there are several important points that can be further discussed to provide a deeper understanding of the effectiveness and impact of the video. The designed profile video successfully increased Forest Smoothie's brand awareness among potential business partners and the general public. Attractive visuals and strong narration helped convey the company's message clearly and effectively. This is evidenced by validation results showing positive responses from business owners and environmental communities. One of the key elements in this profile video is the emphasis on Forest Smoothie's commitment to environmental sustainability. By highlighting the use of organic ingredients and reforestation initiatives, the video successfully attracted the attention of business partners who have high environmental awareness. This also helps strengthen Forest Smoothie's image as a company that cares about the environment and sustainability. The response from business owners and partners to this video was very positive. They appreciated the quality of the visuals and narration conveyed and provided constructive suggestions for adding interactive elements and partner testimonials. This shows that the video was not only effective in attracting attention but also succeeded in building stronger relationships with business partners.

The main challenge faced is effectively communicating the value and benefits of reforestation to new partners. A lack of in-depth understanding or awareness of the importance of environmental protection is the primary cause of this issue. The solution is to enhance targeted environmental awareness and education campaigns and clearly and attractively communicate the benefits and contributions to reforestation efforts through the profile video. The issue of communicating the value of reforestation becomes more complex with the company's expansion into various countries. Each country has different cultures and understandings regarding environmental sustainability, requiring more adaptive and specific communication strategies for each local market. The profile video must be adjusted to the cultural context and local preferences so that the message can be well-received by audiences in different countries.

The design of a business profile video to increase cooperation interest for Forest Smoothie can be clarified by emphasizing the importance of visual and narrative elements. High-quality visuals and engaging graphics can capture attention and enhance message clarity, while strong narration and storytelling techniques can make the message easier to understand and more compelling. The pre-production, production, and post-production stages also need to be analyzed in detail. In the pre-production stage, the needs analysis and concept

development processes should be clarified, including understanding the target audience and their preferences. The production stage should describe the process of filming and audio recording with the use of professional equipment for optimal results. Meanwhile, in the post-production stage, video editing, graphics integration, and sound design need to be discussed to ensure the final video achieves the desired objectives. Applying theoretical frameworks such as the AIDA theory (Attention, Interest, Desire, Action) and SWOT analysis can provide a strong foundation in video design. The AIDA model helps attract attention, generate interest, create desire, and prompt action from the audience. SWOT analysis, on the other hand, helps identify strengths, weaknesses, opportunities, and threats in the video project, allowing the development of strategies to maximize video effectiveness. The impact of the video on brand awareness and partner engagement should also be discussed, including how the video can increase brand visibility and recognition and build stronger relationships with business partners.

Considering these findings, it is hoped that the design of Forest Smoothie's business profile video can continue to be improved and developed to achieve greater goals in terms of sustainability and business collaboration.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the business profile video designed, it can be concluded that Forest Smoothie has successfully implemented an effective communication strategy to introduce the "You Drink We Plant" concept to potential business partners and the general public. They used the business profile video to educate and attract the audience's interest in the company's environmental initiatives, focusing on reforestation and environmental sustainability.

This video design successfully increased Forest Smoothie's brand awareness among potential business partners and the general public with attractive visuals and strong narration. This is evidenced by the positive responses received, including suggestions to enhance interactive elements and partner testimonials.

The main challenge faced is effectively communicating the value and benefits of reforestation to new partners. The proposed solution is to enhance targeted environmental awareness campaigns and clearly communicate the benefits of reforestation through the profile video.

For further development, it is recommended to explore other innovative promotional media besides the profile video, such as interactive content and engaging social media campaigns. This will provide Forest Smoothie with more options to effectively promote their brand and increase interest in collaboration.

Thus, Forest Smoothie has great potential to further enhance their business strategy by leveraging communication innovation and expanding their positive impact on the environment.

ADVANCED RESEARCH

In this business profile video design, what limits the designer is when the video must be able to accommodate all potential business partners. The video is universal and able to communicate every aspect of the company's values without losing anything. Therefore, this video design focuses not only on aesthetics and appearance but also on practicality and functionality, through cooperation with various partners.

The designed profile video should consider refining the company's message delivery concept by focusing on narrative aspects, brand consistency, and closer interaction with the audience. Using appropriate video design methodologies allows the designer to better understand the needs and preferences of the audience, ensuring that the designed profile video is more effective and relevant.

The audience is expected to actively interact with Forest Smoothie's profile video by liking, commenting, and sharing the video with their network. In addition to interacting, the audience is expected to make real contributions to environmental protection by participating in programs sponsored or organized by Forest Smoothie, such as reforestation programs.

ACKNOWLEDGMENT

All praise and gratitude are due to God Almighty for His blessings and grace, allowing me to successfully complete the research entitled "Designing Business Profile Videos to Increase Collaboration Interest at Forest Smoothie Company." This research was conducted to fulfil one of the requirements for obtaining a Bachelor's degree in Visual Communication Design, Faculty of Arts and Design, Universitas Bumigora Mataram.

I am deeply aware that the completion of this research would not have been possible without the assistance, guidance, and support from various parties. Therefore, with utmost humility, I would like to express my heartfelt thanks to my parents, Mr. Abdullah Chairi and Mrs. Ikhtian Helmi, and my beloved family who have consistently provided moral and material support, prayers, and endless encouragement. I also extend my sincere gratitude to Mr. Ir. Anthony Anggrawan, M.T., Ph.D., the Rector of Universitas Bumigora Mataram, for providing opportunities and facilities throughout my education at this university. I would like to sincerely thank Mr. Christofer Satria, M.Sn, the Dean of the Faculty of Arts and Design, for providing various facilities and support during the completion of this research. Not forgetting, my thanks also go to Mr. I Nyoman Yoga Sumadewa, M.Sn, the Head of the Visual Communication Design Study Program, for his guidance and direction throughout my studies. I am also very grateful to Mr. I Nyoman Yoga Sumadewa, M.Sn as my first supervisor and Mrs. Ashar Banyu Lazuardi, S.I.Kom., M.I.Kom as my second supervisor, who have dedicated their time, energy, and thoughts to patiently and sincerely guide me from the beginning to the end of this research.

I would also like to express my gratitude to all lecturers and staff in the Visual Communication Design Study Program who have imparted knowledge

and assistance during my studies, as well as to my friends in the program who have provided support, encouragement, and camaraderie throughout my academic journey. My heartfelt thanks also go to all individuals who, although not mentioned individually, have provided assistance and support during the preparation of this research.

REFERENCES

- Apradipta, <https://informatikamu.id/membuat-video-promosi-yang-menarik/>, 20 Oktober 2023, Diakses Maret 22 2024, Jam 13.25.
- Brown Dan D. White, Using Video Profiles to Enhance Customer Engagement and Loyalty 2022, Diakses 26 April 2024, Jam 12.50
- Brown Dan D. White, Using Video Profiles to Enhance Customer Engagement and Loyalty 2022, Diakses 26 April 2024, Jam 12.50
- Clarín Tasim, Strategi Promosi: Pengertian, Karakteristik Dan Langkah-Langkahnya, <https://toffeedev.com/blog/business-and-marketing/strategi-promosi/>, Januari 31, 2024, Diakses Maret 22 2024, Jam 13.25.
- Dini N. Rizeki. Apa Itu Kerjasama Bisnis? Ini Penjelasan Lengkapnya, (Majoo.Id). Diakses 26 April 2024, Jam 12.40
- Gatari, 7 Tips Ampuh Membuat Storytelling Untuk Bisnis, <https://www.niagahoster.co.id/blog/storytelling-untuk-bisnis/>, 2019, Diakses 26 April 2024, Jam 12.40
- Imam Gunawan, S.Pd., M.Pd. Metode Penelitian Kualitatif Teori & Praktek (Jakarta: Bumi Aksara, 2013), 162
- Nawadwipa, Video Company Profile: Fungsi, Manfaat, Dan Jenis, [Video Company Profile: Fungsi, Manfaat, Dan Jenis | Nawadwipa - Creative Agency | Web Design | Graphic Design](https://www.nawadwipa.com/video-company-profile-fungsi-manfaat-dan-jenis), Diakses 26 April 2024, Jam 11.35.
- Nur, R., & Sayuti, M. A. (2018). Perancangan Mesin Industri.
- Prasnowo, M. A., Findiastuti, W., & Utami, I. D. (2020). Ergonomi Dalam Perancangan
- Rumefi, U. (2023). Analisis Faktor Determinan Customer Satisfaction Produk Keripik Pisang Ngemil Banana Chips. *Management Studies And Entrepreneurship Journal*, 4(December 2022), 624-631.
- Rr. Indah Ria Sulistyarini, Nur Pratiwi Novianti, Wawancara : Sebuah Metode Efektif Untuk Memahami Perilaku Manusia, (Bandung ; Cv. Karya Putra Darwati 2012)
- Sandi Arjun Pratama, Samsudin, Bayu Rianto, Perancangan Video Company Profil Di Sman 2 Tembilahan, *Jurnal Selodang Mayang*, Vol.8 No. 2, Agustus 2022. <https://ojs.selodangmayang.com/index.php/bappeda/article/download/259/211>
- Sugiyono. 2014. Metode Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif. Bandung, Alfabeta.