

BRANDING FROM SMALL BUSINESS AND VIDEO CONTENT CREATION IN GEN Z DOMINATED ERA

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Abstrak

The Business Management program at Swiss German University, in collaboration with Markas Bandung, organized a Corporate Social Responsibility (CSR) workshop titled "Branding for Small Business and Video Content Creation in a Gen Z Dominated World." The workshop underscored the significance of branding as a foundational element for effective content creation, particularly when engaging a Gen Z audience. The session began with a presentation on branding, focusing on essential strategies for small businesses. This was followed by a practical workshop on video content creation, where participants were introduced to the six basic plots as outlined by Christopher Booker in his work *The Seven Basic Plots: Why We Tell Stories* and the five C's of cinematography, essential principles for crafting visually compelling narratives. The event concluded with participants sharing their video projects, demonstrating their understanding and application of the learned concepts.

Kata Kunci: Branding, Content Creation, Seven Basic Plot

Introduction

The Business Management program at Swiss German University, in collaboration with Markas Bandung, organized a Corporate Social Responsibility (CSR) workshop titled "Branding for Small Business and Video Content Creation in a Gen Z Dominated World." The workshop underscored the significance of branding as a foundational element for effective content creation, particularly when engaging a Gen Z audience.

This event itself was held at Markas Bandung. Markas is a hub to support start up founders to grow with their ecosystem. Markas itself is a subsidiary of 1000 Start Up Digital, a movement founded in collaboration of private sectors and government. The fact that the venue is a subsidiary of a movement, support by government makes this whole CSR program can be categorized

as hexa helix collaboration. As per Zakaria et al., (2019), hexa-helix is a development of penta-helix concept with the addition in law and regulation support.

As a place that support startup founders, Markas facilitates event related to creative industry to be held there for free. Events still need to provide branding and provide the promo material.



Gambar 2. Instagram of Markas

METHOD

The session began with a presentation on branding, focusing on essential strategies for small businesses. David A. Aaker (2011) highlight that branding is a continuous process of shaping consumers' perceptions to align with how a company or individual wants to be perceived.

The first session was followed up by a practical workshop on video content creation by Panji Mukadis. There are basically three things that was shared by Panji Mukadis as the second speaker thus are: the 3-act structure, that was known originally from Aristotle and being explained about the seven basic plots outlined by Christopher Booker.

Three act structure, as published by his book in 1979 has become a dominant tool for analysing screenplays and film products. As explained by Brüttsch (2015), the first act is supposed to present the information about the story world and the main character as well as setting up dramatic premise. The second act develops the story and complicates the situation by bringing the protagonist into conflicts. The third act is how the problem solved and all the dramatic questions answered.

Christopher Booker in his work *The Seven Basic Plots: Why We Tell Stories*. Based on 2004 book, he delves into the concept that all forms of storytelling whether in literature, film, or human life can be categorize into seven fundamental narrative structures.

Research have been done in numerous stories from diverse cultures and historical periods, there are seven basic plots. Those are 1) Overcoming the monster; the protagonist confronts a formidable evil or adversary posing a threat to the hero the community and the world. 2) Rags to Riches; the protagonist start from modest beginnings, faces challenges, and through perseverance or transformation attains success and often wealth or happiness. 3)The Quest; the protagonist embarks on a journey full of obstacles, and the heroes undergo personal development. 4)

Voyage and Return; the protagonist having an adventure to a strange, unfamiliar place and gaining valuable insights than returns home transformed. 5) Comedy; does not solely refer to humor but encompasses stories when confusion, misunderstanding and adversity ultimately lead to resolution and happiness. 6) Tragedy; the protagonist is a hero with a fatal flaw, often greed that led to their downfall. 7) Rebirth; protagonist undergoes a transformation this often occur through a period of suffering and redemption.

Last but not least, some points from the five Cs of cinematography, essential principles for crafting visually compelling narratives as shared by Mascelli (1965), include camera angles, continuity, cutting, close-ups, and composition. Camera angles determine the viewer's perspective, while continuity ensures smooth transitions and logical progression, cutting refers to the effective editing of shots, close-ups enhance emotional impact, and composition balances the visual elements within the frame to create aesthetically pleasing and meaningful scenes.

The event concluded with participants sharing their video projects, demonstrating their understanding and application of the learned concepts.

RESULT AND DISCUSSION

1. Content Productions

Explained by Pelawi (2019), AISAS model, consist of Attention, Interest, Search, Action, and Share is a development from Attention, Interest, Desire, Action. The development triggered by the development of Information and Communication Technology (ICT) that, as seen by the distinction, the final outcome would be advocacy or, in this case to share.

For the context of this event, share is reflected by the willingness by the participants to share the things they got from the event or simply by how they show that they came to the event.

From the assignment given by the speaker, each group arranged by themselves had produced video content using the dramatical theory of 3 Act Structure Given around 1.5 hours to create content that follows the theory above such as 7 plots, 5 Cs

and 3 Acts. It was tracked that there were two user generated content (UGC) made by two of the participants mentioning the event.



Gambar 2. UGC from one of the enthusiast participants presenting the result from the workshop

2. Awareness and Inquiry toward SGU

The event is resulted to a follow ups inquiry toward Swiss German University. There is also a request from one of the participants to hold similar event at his city in Garut

CONCLUSION

In conclusion, the CSR at Markas Bandung proven to earn a good impression among participants and enable them to generate video contents that true to the dramatic principle. However, similar event requires more marketing effort to attract people to come.

Future PKM event could go directly to the center of businesses in some specific city. As it was found one of the participants came from Garut and

told us how the business he is involved there could make of use

REFERENCE

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