

Branding using Video Storytelling Approach: Bungbulang's Village Identity

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Abstract. The tourism sector is one of the most important aspects in its participation in building the economy of a country. Particularly in West Java, there are many places that can be developed, one of which is Bungbulang Village in Cianjur. However, Bungbulang Village faced many problems. Even though it has been declared a Tourism Village by the local government, it has not been known well by public. Some of the problems are the natural potential that has not been fully utilized, low education level, and below average economy. The pandemic causes a decrease in the level of visits to tourist areas. With these problems, community empowerment is necessary for the progress of Bungbulang Village. Increasing knowledge of the potential of nature and its care are vital, but no less important is the knowledge of branding so that Bungbulang Village is better known by the wider community. This research is expected to increase people's knowledge about Bungbulang's Village through video storytelling. The method used is descriptive qualitative with an ethnographic approach. Data was collected by interview and direct observation in Bungbulang Village. The research will produce video with storytelling approach as Bungbulang Village's branding tool.

1 Introduction

In year 2020, tourism industry in Indonesia got hit hard. The COVID-19 Pandemic have a significant impact in lessen tourist intention in visiting tourism places [1]. In March 2022, a consumer survey said that consumers plan to splurge on apparel, travel, and dining out [2]. Traveling as one of the categories that the consumer willing to spend to, will affect the tourism industry. Tourism village is one type of tourism that can improve the economy of a village [3]. There are still many villages that have the potential that has not been developed properly, even though the village has the potential that has a large enough influence on the economy of the local population [4]. Tourism village is one type of tourism in Indonesia that is quite in demand by the community because it includes nature and culture that is owned by many tourist villages in Indonesia [5]. Tourist villages, especially in West Java, are still not well known, unlike the Tourism Villages in Bali, Semarang, Central Lombok, Banyuwangi, West Manggarai, and Ngawi. [5]

Nanggalamekar village located in Ciranjang Sub-District, City of Cianjur, West Java [6]. This area has a lot of tourism potential, one of which is Kampung Bungbulang. This area is surrounded by beautiful hills, wide-spread rice fields and the Cisokan River. The culture in Cianjur district is very attractive for tourist. The arts of Pencak Silat, Hadroh and many folk tales that presents as myths in Bungbulang Village. Bungbulang Village's also one of the representatives of Cianjur

District's local culture. Unfortunately, the potential possessed by them are not explored completely by the community and less well known.



Fig. 1. Satellite Photo of Bungbulang Village, Nanggalamekar Village

(source:

<https://www.google.com/maps/place/Kampung+Bunga+Matahari+-+Wisata+Kampung+Bungbulang/@-6.826687,107.2440412,15z/data=!4m5!3m4!1s0x0:0x98b0008ec69687ab!8m2!3d-6.826687!4d107.2440412>)

Bungbulang village is marked by a red circle in Figure 1. From this satellite photo, Bungbulang Village has a landscape full of rice fields and plantations. The natural condition of Bungbulang Village can be seen in Figure 2.

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Fig. 2. Natural Condition of Bungbulang Village (source: personal documentation)

Bungbulang village was originally planned to be a tourist village. Besides having a beautiful flower garden, Bungbulang village has rice fields and a farm. However, there are several problems faced including the level of education which tends to be low. Table 1 below shows that most of the population only received primary school education. With a low education, it has an impact on lack of knowledge, minimal income and the wealth of the village that is owned is not explored optimally so that it is less well known in the eyes of the wider community.

Table 1. Population by Education Level in Nanggalamekar’s Village

(source: village authority interview report 2021)

No.	Level of education	Total (person)
1.	Illiterate	52
2.	Not graduate Elementary School	337
3.	Graduated from elementary school	775
4.	Graduated from junior high school	481
5.	Graduated from high school	517
6.	Graduated from D1, D2, D3	63
7.	Bachelor	65
8.	Master and Doctor	5

Bungbulang village is a village that has a high sense of mutual assistance. The residents of Bungbulang Village together make a sunflower garden. This happened because of an initiative initiated by a young man named Asep Miftahul Falah. He is a young man who has successfully completed his higher education to master's degree. When Asep finished his master's studies in China and returned to his hometown, he saw the various potentials that existed in it. The potentials seen by Asep include the potential for community kinship, the beauty of nature and environment, as well as cultural potential. This makes researchers want to look more deeply into Asep's interactions in inviting his community to participate in his program to build his village into a tourist destination.

After observing the programs and activities carried out by Asep in building his village to become a tourist destination for 3 months, the researchers saw that the flow of tourists visiting this tourist village was not increasing. Even though the efforts that have been made by Asep and the young people in promoting Kampung Bunga Matahari have included postings on social media.

The following is a screenshot of the social media used by Kampung Bunga Matahari to attract tourists to visit, as shown in Figure 2.

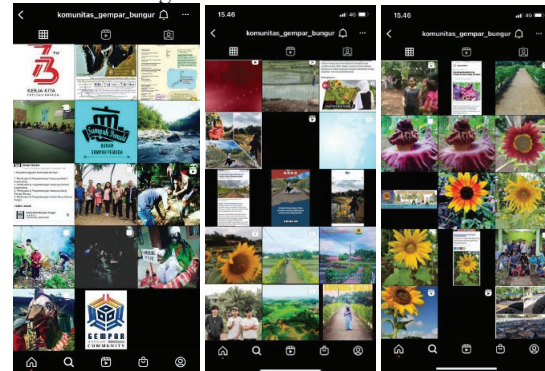


Fig. 3. Komunitas Gempar Bungur Instagram feed (source: www.instagram.com/komunitas_gempar_bungur)

It can be seen from Figure 2, that the Instagram feed created and uploaded by the Gempar Bungur community does not have videos that represent the identity and branding of their village. This local youth in Bungbulang Village has basically tried to make videos that want to tell about the natural beauty in this village and post their videos on social media. However, the results of this video do not characterize the journey and experience that can be experienced when visiting Bungbulang Village. The use of video is the answer to the information needs of people who choose to find it through digital media and is the best reason for visualization for media promotion of Indonesian tourist destinations [7]. Therefore, researchers are trying to make a video that can tell the natural beauty of Kampung Bunga Matahari in Kampung Bungbulang as a point of interest that will become a tourist center here.

Brand is entirely about perceptions, thoughts, and feelings felt by customers towards a place [8]. For Bungbulang Village to be better known by the wider community, positive perceptions and feelings must be fostered, therefore branding is needed. So, the purpose of this research is to provide identity and branding through storytelling using video media.

1.1 Research Objectives

This study aims to publish the identity of Kampung Bungbulang through branding. The branding would be approached by storytelling using video as media. The storytelling approach can help Bungbulang Village to form its identity as a tourist village [9]. The identity of Bungbulang Village consists of the environment and the flower garden.

2 Literature Review

2.1 Branding Characteristic

A successful brand has a relationship between the company (or a destination), the product, and the consumer/tourist [10]. Effective and successful

marketing of a tourism destination and its products is a good branding process. In it there are several elements, one of which is hospitality. Destination branding combines marketing products and services and the commoditization of people's culture and environment [11]. This is necessary so that messages from that location can be made simple but easy for consumers to remember. Characteristics can be more prominent, attractive, memorable, and appreciated. A successful destination brand is one that is clearly differentiated, can deliver on promises, and has a simple message in the eyes of customers.

Bungbulang village has beautiful nature, rivers, and cool air. People can take advantage of the fishing grounds not only to catch fish but to enjoy a peaceful afternoon. Not many people know about Hadroh art while this art has existed since time immemorial. Currently the environment in Bungbulang Village is also getting more developed by the locals.

A successful business needs a strong brand. Effective branding helps products or services to be recognized, remembered, and understood [12]. Bungbulang village needs branding so that it can be more recognized, remembered by the wider community and its wealth is better explored. Therefore, the media served as tools to convey their wealth. So that this wealth can always be sustainable, the people of Kampung Bungbulang themselves must take care of it. By providing branding materials through video storytelling as teaching materials, it is hoped that Bungbulang Village can be better known, attract more tourists, and further increase income.

2.2 Video Characteristic of Storytelling

A video provides an attractive way for a company or brand to stand out among its competitors [13]. Video storytelling helps a brand become more recognizable, easier to remember, and more cost-effective in terms of interacting with consumers than brands having to hold an event. Usually, storytelling videos are uploaded or distributed on a platform. Based on data, the most used platforms in Indonesia in 2021 from January to March include Facebook, WhatsApp Messenger, Instagram, Telegram, Twitter, and TikTok [14].

The characteristics of each platform are also different, for example Facebook can include a lot of additional information in the form of text as an explanation of the video. If Instagram is suitable for short and real-time videos, on the other hand, YouTube is known as a platform for uploading videos that are quite long in duration. The popularity and diversity of platforms for uploading videos provides a great opportunity to reach large numbers of people and leave a longer impression.

Brands need to align their video goals with audience needs. If an audience doesn't find the information valuable, they won't watch or share the content. Before making a storytelling video, you should pay attention to the following things. First determine the message you

want to convey, the next is think about the duration of the video, then what are the current trends that are in great demand by consumers, measure the brand's ability to make videos and how to share the video. On the other hand, to make video storytelling interesting, it requires creativity, determining the right platform, and the right tools.

3 Methods

The research methodology that used for this research are using ethnography. Ethnography is a set of methods used to find out the daily life experienced in living life and to understand the environment, actions, and even what one thinks to do in response to what is happening around [15]. Ethnography developed as the tool of social science, and involved the social scientific observer, the observed, the research report as text, and the audience to which the text is presented [16]. The advantage of using such a method to investigate work practices is that some organisations recognise some work and not other work, whereas ethnography tracks all that is done whether it is recognised or not, and by analysing the social relationships, the relevance of experiences can be highlighted [17]. This technique is more in-depth than observational research. Researchers who go into the field are usually required to live with local residents for a long period of time, usually a year or more. This is done to collect and interpret their lives starting from the ways and beliefs and values they hold. Not only are the questions growing, over time there are usually more people who will be interviewed, when and where. Although questions can be prepared, interviews are often unstructured. This causes the data to be mostly in the form of descriptions, scattered everywhere in the form of audio, video or manual writing. So it takes time to carry out the analysis process.

Based on the theory that has been presented previously, the researcher identifies research questions by determining the problem to be understood about the advantages and disadvantages of Kampung Bungbulang. The most effective way that has been implemented to obtain objective information is to approach the community leaders, namely Asep Miftahul Falah and the Village Head. Researchers also tried to mingle with residents to find out about activities and gain insight. In addition to information, permission can also be obtained from Asep as the head of the organization and also from the Village Head. Since the beginning, the researcher has explained the aims and objectives of the research. The researcher also explains what will be done in Bungbulang Village, such as doing documentation in several areas and training for the community. Questions asked to Asep to get more in-depth/detailed answers. From the answers received, researchers get answers about culture, relationships, interactions, processes, and elements that influence the way the community wanted to be identified as.

4 Methods

Before making a storytelling video, the first thing to do is create a big concept about the advantage of beauty and nature wealth of the Bungbulang Village. Sunflowers choose as the main object that will identify as Bungbulang's Village identity. Sunflowers are found in various corners of Bungbulang Village, not only to beautify but also the seeds of the sunflower seeds can be sold to increase income.

Observations were made in several areas in Bungbulang Village. The results of observations from beginning to end along with data processing are stored in the form of manual and digital records. Do not forget the documentation in the form of photos and videos as part of the travel notes. Collected data in the form of photos and videos, written interviews in notebooks and digital formats. Data coding and analysis can be based on several categories such as history, community activities, natural wealth, and so on.

The collection of data in the form of writing, photos and video clips is put together and produces a script. From the script, which is still in the form of words, it begins to be visualized in two dimensions into a storyboard. Storyboards are used by the production team to organize shooting which has been described in the previous script [18]. Starting from the object that will be taken apart from the main object, which areas will be exposed, and the angle that will be shown. The specified duration for this storytelling video is one minute. With this short video, it is hoped that it will make it easier to spread it. Not only can it be included in Facebook and YouTube, but it can also be easily posted on Instagram reels.

5 Data Collection

From the ethnographic results, it was found that the majority of the population in Bungbulang Village are rice farmers but now have an additional economic source, namely selling sunflower seeds. The development in Bungbulang Village is starting to plant sunflowers in various corners of the area. This happened because one people who struggled to fix his village by making a sunflower garden. With some help from the community, a beautiful sunflower garden was finally created and the local community began to look at it. The community began to participate in planting sunflowers in various corners of the village. With so many sunflowers, it can produce enough sunflower seeds to sell. Currently sunflower seeds are sold to various areas, for example Bogor, Puncak, Padalarang. With the spread of sunflowers, this can be used as a new icon for Bungbulang Village. This will be raised in the storytelling video as in Figure 3.

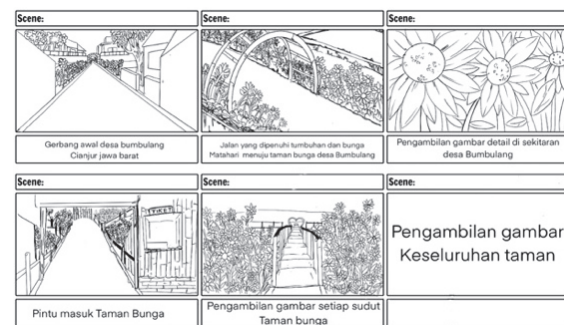


Fig. 3. Storyboard for Kampung Bungbulang storytelling video

After the storyboard is complete, go to shooting. We filmed for three days in several places using DSLR cameras and drones. DSLR cameras are used for eye level, high angle, low angel, frog eye angle, long, medium, and close-up shots. While the drone is used for bird's eye view angle.

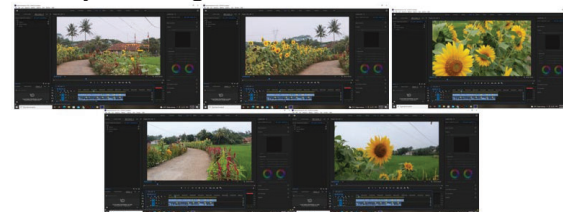


Fig. 4. Some scenes from the Bungbulang Village storytelling video

From Figure 4, we can see a picture of the beauty of Bungbulang Village from various points of view. Starting from the initial visualization, namely the Bungbulang Village gate as the iconic main gate. With an eye level angle, it seems as if it takes us directly to walk through a garden full of sunflowers on the left and right of the path. After that, we were brought to get to know the sunflower plant more closely with a close-up shot. Each sheet of the crown and sunflower seeds can represent the beauty of Kampung Bungbulang. The journey continues to take us as the angle changes. Frog eye is used to show the uphill path that visitors must take to get to a higher area of the park. The more uphill we are taken to see the garden from above. There are huts made of bamboo. This hut is used by visitors to rest for a while after a walk or can be used as a place to chat with friends and family. The bird's eye point of view gives us a much wider view. We can see that Bungbulang Village is quite wide. Many angles that can be explored and used as photo spots. Among the green trees and grass, the dirt road is brown and gray, there is also yellow as a highlight in some places. The bright color provides its own freshness that can be seen on the screen.

Color corrector is still needed to align one scene with another. This is needed because sometimes sunlight makes the light change, some are a little dark and some are too bright. From the start, we can determine whether the color to be used tends to be cold by strengthening the impression of blue or leading to warm by strengthening the orange color. By increasing and decreasing the saturation, the impression on the color can also change.

If the saturation is low then the video becomes dark/dull, otherwise if the saturation increases then the color becomes brighter. The storytelling video of Bungbulang Village takes a cheerful theme where the colors used are vivid and tend to be warm. With this color concept, the yellow color of sunflowers stands out. The color of the clothes of some visitors can also add to the liveliness when viewed on the screen. The green color of the leaves on the trees and grass adds freshness. This further raises the image that Bungbulang Village is a beautiful village and visitors can get fresh air and relieve fatigue from the hustle and bustle of the city.

There are seven standard movements that are commonly used in making videos. Among zooming, pan, tilt, dolly, truck, pedestal, and rack focus. Zooming is the most widely used camera movement, not only on DSLR cameras but cameras on smartphones as well. By zooming, you can emphasize the focus of what object you want to highlight. Zooming is also used in the storytelling video of Bungbulang Village. Sunflowers are zoomed to a certain distance to make the texture of this flower clearly visible. The fibers in the flower crown and sunflower seeds which when dry become sunflower seeds add an important point in the content of this video. The technique of moving the camera horizontally from left to right or vice versa with the base glued to a certain point is a panning technique. The camera doesn't move but the direction style is moved. The storytelling video shooting of Bungbulang Village uses the panning technique because this technique can show the vast Bungbulang Village with sunflower gardens. The tilting technique is almost the same as panning, the difference is the movement from top to bottom or vice versa with a stationary base. In this storytelling video, the tilting technique is also used to introduce that the main object in this video is a sunflower. Dolly, truck and rack focus were not used in making the storytelling video of Bungbulang Village., another technique used was pedestal. By moving the camera from bottom to top and using a drone, Bungbulang Village with its sunflower gardens can be seen up close and eventually becomes a bird's eye angle.

There is also a strength that is not in photos but has a video, namely the addition of music. The music used for this Bungbulang village video is traditional Sundanese music. Traditional Sundanese instrumental music is used to strengthen the identity of Bungbulang Village as a village located in Cianjur, West Java. The richness of culture in the form of traditional music with cheerful tones and sense built into the video further adds to the strength of the story to be conveyed to the audience.

6 Conclusion

After carrying out the ethnographic method to find data and find out all the advantages of Kampung Bungbulang, one way that is considered appropriate for branding is through video storytelling. This video will focus more on showing the beauty of Bungbulang Village with sunflowers as its wealth. By observing and

living daily life with Asep as an interviewee in Bungbulang Village, we determined that the community wanted their village to be viewed as Sunflower Village. Therefore, the storytelling video was made from the point of view of the first person walking through the flower garden of Kampung Bungbulang. This first-person point of view can convey the identity of Bungbulang Village in the form of various types of flowers planted in Bunga Matahari Village. Video storytelling will be a teaching material for people aged 17-30 years. To make a storytelling video, the first thing to do is create a script, then visualize it in the form of a storyboard and then shoot. In the shooting process, several techniques are applied for shooting, including zooming, pan, tilt, and pedestal. Several points of view were taken such as eye level, close-up shot, frog eye, and bird's eye. After shooting is complete, enter the editing process, one of the goals is for the color corrector to match the color nuances according to the main concept. The intended color is vivid, so saturation is very important. The yellow color between the green leaves and grass stands out and makes a bright impression on the screen. In the video editing process, traditional music is also added. This traditional instrumental music is used to strengthen the identity of Bungbulang Village. With this one-minute video, it is hoped that it can become material that is easy to understand for the community so that it can be used as a good example so that the branding goal of Bungbulang Village is achieved.

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