

## **Increasing the Brand Awareness of SPELL ELC Using a Company Profile Video**

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### **ABSTRACT**

SPELL ELC (Special Programs for English Language & Literacy English Language and Communication) Sidoarjo was established in 2001. Three programs that SPELL ELC has: Academic English, Business English, and Children English. SPELL ELC's competitor is EF (English First) Sidoarjo. SPELL ELC's problem is lack of students outside Sidoarjo. Therefore, the best solution to solve this problem is to make a company profile video. A company profile video can reach the customers who live outside Sidoarjo. The solution was made following the theory of Rockman (2017) in order to deliver the information effectively. Survey and interview were conducted to get the USP. Dandy (2020) mentioned that the solution will give four benefits for the company. The benefits are: it helps the customers to know the company's brand, it can cover the company's shortcomings, it can be an effective promotional tool, and it can build good images for the company.

**Keywords:** company profile video, brand awareness, English course

### **INTRODUCTION**

The company where the writers did the project was in the educational field, especially in English language education. The place's name is *Special Programs for English Language & Literacy English Language and Communication* or shortened as SPELL ELC. It is located at Pondok Mutiara Blok MEA No. 8, Sidoarjo, East Java. SPELL ELC also has a branch which is located at Pondok Asri A/3, Bangkalan. SPELL ELC was established in 2001 by Drs. Jusuf Imam Ibrahim, M.TESL. SPELL ELC's programs focus on communication skills using English in the written form as well as the oral form. SPELL offers many programs. There are Children English Program (General English, Children's and Teenager's Conversation, Children English for Fun, and Independent Learning Unit), Academic English Program (General Academic English, TOEFL Preparation [PBT and IBT], IELTS Preparation, Argumentative Presentation, Academic Paragraph, and Essay Writing), Business English Program (English for Business Studies, English for Business Communication, Oral Business Presentation, Business Meeting, Business Negotiation, Business Writing, Job Application and Interview, TOEIC Preparation, In house Training), Testing Service (SPELL's Proficiency Test, TOEFL Test, IELTS Test, TOEIC Test).

SPELL's main competitor is English First (EF) Sidoarjo. There are two major reasons why EF is considered to be SPELL's competitor. First, the location is near. As we know that location may affect the way customers choose the product or service. In this case, EF Sidoarjo is located at Ruko Taman Pinang Indah Blok A2 No. 5-6, Sidoarjo. Based on Google Maps, the distance from EF to SPELL is only 700 meters. It only takes 9 minutes to reach the destination. Second, SPELL and EF also offer similar programs. Both of them offer English from children to adults. In addition, both of them also offer adult programs for business purposes. Therefore, EF Sidoarjo might become a strong candidate for SPELL's competitor. However, SPELL has a strong strength which is more affordable than EF. SPELL costs starting Rp. 890,000 for one term (20x meetings). Also, the placement test fee only costs Rp. 50,000. Meanwhile, EF costs starting Rp. 1,500,000 for 24x meetings. The placement test costs Rp. 100,000. Another SPELL's strength is it focuses on both written and oral English. Also, SPELL helps the students with their school assignments. However, EF only focuses on oral English (conversation), and EF does not help the students with their school assignments.

After the internship for three months at SPELL ELC Sidoarjo, the problem found in SPELL ELC is SPELL ELC lacks of students outside Sidoarjo. Currently, they have 110 students from level 1C to

intermediate 2. Out of 110 students, two students are from Tangerang, one student is from Samarinda, and the rest, 107 students, are from Sidoarjo. Thus, the writers think that this is the most crucial problem that needs an immediate solution because SPELL ELC would have a significant opportunity to gain more sales. SPELL ELC has the opportunity to develop the company to reach bigger audience outside Sidoarjo and gain more sales.

To overcome the problem, SPELL ELC and the writers decided to make a company profile video. There are two main benefits for the company by having a company profile video. First, the company will get more customers in Sidoarjo and outside Sidoarjo. A video can be uploaded on SPELL ELC's social media such as Instagram, Tik Tok, YouTube, Facebook, and WhatsApp status. By uploading the video on various social media platforms, SPELL will reach a bigger audience. In addition, a video is visually attractive. Visuals are easier for consumers to remember. The second benefit of having a company profile video is the company can show SPELL ELC's graduates who excel in education and career. Having them as testimonials will support the idea that SPELL ELC has helped people become successful people. As a result, the company will gain customer's trust. It will be easier to catch the audience's attention and entrust themselves to be taught by SPELL ELC.

To produce a good company profile video, the writers followed some theories and guidelines from various resources.

### **Brand and Branding**

There are several definitions of a brand. According to Kotler and Keller (2009), a brand combines a name, term, sign, logo, and design made for goods or services to differentiate one's business from the competitors. In developing a business, a brand is something necessary to determine its brand position.

Meanwhile, Jones (2017) stated that branding is beyond a marketing. Branding has broader activity that has commercial, social, and cultural impacts for the target customers. Through a branding, it can shape and define the world at every level. Jones (2021) mentioned that branding can make the target audience become aware of a certain business. Branding also can help the customers to build trust to a certain brand and creates a loyal customers.

### **Brand Communication and Brand Awareness**

According to Sharma (2015), brand communication is the way brand delivers its message through various sources advertisements, brochures, punchlines, and hoardings. A brand must be able to communicate to the customers about its core benefits. The project that the writers will make is related to brand communication since the writers want to promote SPELL ELC service by using a video. By using a video, the writers can deliver the information of SPELL ELC that is visually attractive. In addition, the video will reach a bigger target audience since it can be uploaded on YouTube, TikTok, Instagram, Facebook, and many more.

According to Kopp (2021), brand awareness refers to a marketing term that describes how much the customers recognize the product by its name. A brand can be distinguished from other competitors by the qualities of its products or services. Products and services with a high brand awareness will gain more sales. After all, they can be distinguished from other competitors because they have a better quality of the products and services.

### **Promotion**

To increase brand awareness of a business, one needs to promote the business using a marketing tool. Promotion is the most crucial part of the world of Marketing. Promotion delivers a message to the audience, especially those likely to share the promotions to their network (Kuenn & Kuenn, 2015, pp.136-137). In other words, promoting is to publish or spread what people have to offer and make

sure that it gets distributed to the right target market. It is often a matter of sharing media in a network of relationships that has been built. Every business will have a different approach to promote its content based on the specific industry and customer profiles. In this case, there are several possibilities to choose from as the media include blogging, commenting on blogs, participating in discussion groups, and posting social status updates on social networking profiles.

In order to make a successful promotion, there are several strategies that the writers need to pay attention to. According to Ahmed (2018), no one will buy a particular product or service if they have not heard about it and they do not know what the company is offering. Therefore, that is why a great promotion strategy is fundamental to grow a business. The first strategy is by trying traditional and online advertising. The second strategy is to cultivate relationships with the customers with personal selling. The third strategy is to target the customers with direct marketing. The fourth strategy is to make a good impression on public relations. The last strategy is to increase revenue with sales promotions.

### **Company Profile Video**

Bhasin (2020) stated that a company profile is a professional introduction to capture the reader's attention and inform people about the company succinctly. A company profile can be applied in the form of a video to make it more attractive visually. Using a company profile video will build trust for customers. According to Grant (2019), there are five steps that the writers need to pay attention to produce a good company profile video: writing the script, creating the visual, producing the video, editing the video, and finishing and publishing the video.

Rockman (2017) mentioned that there are nine elements of a company profile video to deliver the information effectively: management and staff interviews, testimonials from customers, a good visuals, voiceovers, presenters, logo and animating graphs, list of the importance points, the tone of a video, and library stock footage image. There are some steps that the writers did not follow because the type of company is different. SPELL ELC is an educational institution, not a factory. Therefore, the thing that the writers want to highlight is the service. As a result, the project did not include management & staff interviews because SPELL ELC and the writers do not highlight the working environment like a factory used to highlight. In addition, the company profile video used a piece of music as the background. According to Jacques (n.d), a perfect length of a company profile video is two minutes thirty seconds. However, there is an exception for an educational course since it is one of an informational video.

Dandy (2020) mentioned that there are some benefits that might be obtained when the company has a company profile video. The first benefit is it will help the potential customers to know the company's brand. Second, having a company profile video will cover the company's shortcomings. Third, a company profile video can be an effective promotional tool. Lastly, a company profile video builds good images for the company.

### **METHOD**

To get the right USP, the writers conducted an online survey. There are some criteria for the respondents. For the General English Children, they must have a child or children who joined the General English Program at SPELL Sidoarjo for more than one year or four terms. Another criterion was that they have to interact directly with the SPELL ELC who taught their child. Then, the criterion of Academic English Program's and Business English Program's respondents is they participated or were currently participating in the Academic English Program or Business English Program at SPELL ELC Sidoarjo at least two subprograms. For the survey, the writers got sixteen respondents.

Moreover, the writers conducted an online interview in a written form to get the testimonials through WhatsApp. The writers also set the criteria for the testimonials. The first criterion was they have

participated in SPELL ELC's class for more than or equal to 5 years and the second one was they have participated in a competition and become the winner. The writers made those criteria because those criteria show that SPELL ELC has contributed to their academic life to win the competition, which is why they joined SPELL ELC's class for a long time. There are three respondents who met the criteria. They are Glabela, Bram, and Alvin.

## FINDINGS AND DISCUSSIONS

### Result of the Survey

The survey shows 68.8% of the respondents often use WhatsApp. The rest 31.3% often use Instagram. For the question whether they prefer watching a video or reading printed media when they want to find information about something, 62.5% of the respondents preferred to watch a video. Only 37.5% preferred to read printed media. This result could justify the solution that the writers suggest to SPELL ELC, a company profile video, as the best and the right tool to overcome the problem. Then, 50% of the respondents mentioned that SPELL ELC has a good curriculum. Moreover, 87.5% people stated that their English skills have improved after joining SPELL ELC's class. Finally, 68.8% of people said that they are very satisfied with SPELL ELC's services.

For the online interview that the writers conducted through WhatsApp for the testimonials, these are their answers when answering the question "look at the picture below and describe it briefly. Tell when it happened, what you did or experienced, and how you felt then."

"..... I felt so happy, not only because I won the competition but also because **I realized how improved my English skills were after joining SPELL.**" (Glabela)

"... After that event, I got to join a lot of storytelling competitions and **honed** my public speaking skill and **confidence even more** - something I find super useful today." (Bram)

"... it was out last day studying at SPELL ELC. frankly, I was experiencing some mixed emotions...." (Alvin)

Next, these are their answers when answering the question "What is your opinion or impression about SPELL English Language & Communication (ELC)?"

"Very educating in a very fun way." (Glabela)

"**SPELL ELC is definitely the right place to grow English skills** holistically. ...., **it was definitely the one who contributed the most to the growth of my English skills, confidence,** and even general speaking and writing skills. In addition, ....." (Bram)

"**I found SPELL ELC to be highly effective in helping me improve my English proficiency. ...., I felt confident and was able to improve in no time.** The classes were designed to maximize interactions between individuals, making it an ideal environment..." (Alvin)

To sum up, the first USP of SPELL ELC based on the survey is SPELL ELC has a good curriculum. Another USP is SPELL ELC is easy to reach. Also, SPELL ELC improves its customers' English skill and self-confidence.

### Explanation of Each Scene

This section will explain the company profile video in a detailed way. There are five scenes of the company profile video. The first two scenes are the facilities of SPELL ELC followed by the location of SPELL ELC. The next scene is about the uniqueness and the programs of SPELL ELC. The testimonial scene is placed on the fourth scene and the last scene is the call-to-action scene. The company profile video is 4.41 minutes.

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The company profile video used a voice-over to deliver the company personality better. Also, the manager of SPELL ELC (Ms. Mirna) appeared in the video as a presenter. A presenter is a company profile video's elements that should connect to the audience and deliver hard facts (Rockman, 2017). The background music of the video is using "I put a SPELL on you" by Annie Lennox because it is easy to associate with. There is a word "SPELL" in the lyric that is similar to the company's name. There are some other versions of the music, but SPELL ELC and the writers chose Annie Lennox's version because it was more dynamic and energetic. The music is safe from the copyright issue because the credit song is mentioned in the video in the beginning (0.00-0.10). The third scene, some footage used library stock footage. According to Rockman (2017), a company profile video can use library stock footage and image website as the visual.

The first scene shows SPELL ELC's facilities. The first sequence shows SPELL ELC's building. The purpose of showing the building is to show what SPELL ELC's building and interior are like. The second sequence to the fourth sequence show the classrooms from the first floor to the second floor. There are room A, room B, and room C. Those classrooms have different functions. Room A is usually used for regular students and also Academic English students. Meanwhile, room B is used for Business English Students. However, sometimes it is also used for ILU Program for adult students. Room C is used for ILU Program for children. The last sequence of the scene shows the logo and the tagline of SPELL ELC. The function of the transition is to emphasize the last sequence that shows the logo in the lobby. Also, the transition is used to enter the SPELL ELC's explanation by a voice-over to look smoother.

The second scene is about the location of SPELL ELC. The first sequence shows Sidoarjo city by using a video recorded by a drone camera. The reason for choosing this visual was to show to the audience what Sidoarjo city looks like. The second sequence is a sign in a highway. The purpose of showing it because it tells the audience that Sidoarjo is not far from Surabaya. The distance sign emphasizes close mileage. The following sequence is the logo in the lobby and also in the brochure. The logo emphasizes the voice-over because the voice-over introduces SPELL ELC for the first time in the company profile video. Next, Pondok Mutiara's entrance gate is also shown in the video. The purpose of showing Pondok Mutiara entrance gate was to show the audience the exact location of SPELL ELC. Pondok Mutiara entrance gate can be the main sign for those who want to go to SPELL ELC's office. The next one is Sidoarjo Toll Exit. This sequence shows that SPELL ELC also reachable or easy to reach from Surabaya. Showing Sidoarjo Toll Exit also emphasizes the voice-over (*Karena dekat dengan toll, lokasi SPELL ini dapat dijangkau hanya dalam waktu 30 menit dari Surabaya*). After that, the transition appears. The purpose of the transitions is to emphasize the uniqueness of SPELL ELC in the next scene.

The third scene is about the uniqueness of SPELL ELC. The first uniqueness is U. U stands for Unique Institution. The video shows a scene where the teacher teaches the student to write a formal email in English. This footage was chosen because writing an email is also a part of communication. It can emphasize that SPELL ELC is a language institution and a communication institution. The second sequence is V that stands for Various Programs. The first two visuals emphasize the utterance that SPELL ELC provides various programs from children to adults. After that, the utterance also mentions the three main programs: Academic English Program, Business English Program, and Children English Program, along with the examples of the subprograms that appeared in the animated text. The visuals of the three main programs represent the activity for each program. The next one is E that stands for English Medium Instruction. This sequence describes that they use the English language for communication. There are two adults who are having a conversation. Then, the camera moved to the sign "Speak English Please." This footage emphasizes that the actors are having a conversation in English.

Next, R stands for Regular Student Monitoring. The visual of Regular Student Monitoring shows the teacher who gives an academic report to the customer. The camera focuses on the academic report to give an overview of the report to the audience. T stands for Testing Center. The visual is three

students taking a test. Meanwhile, the teacher is supervising them. Then, the camera moves to the TV, which shows the test instruction. Lastly, the letter I stands for Integrated Curriculum. The visual shows a teacher who teaches a story telling to her student using a hand puppet as the learning media. It emphasizes the utterance that says "... *kurikulum kami menintegrasikan program story telling, untuk anak-anak...*". The I in the UVERTI justifies the USP found from the respondents' point of view that SPELL ELC has a good curriculum

The fourth scene is testimonial scene. Before getting into the testimonial scene, there is a transition from scene three to scene four. The transition was made for the transition to emphasize real evidences of the uniqueness of SPELL ELC mentioned in the third scene. The first and the second testimonials have the same order. The first testimonial is from Glabela and the second testimonial is from Bram. Glabela's and Bram's testimonials have the same order of visuals. The first sequence of the scene shows their picture along with the introduction, such as name, the duration when they were SPELL ELC's students, and their current profession. The second sequence is when Glabela and Bram were SPELL ELC's students and won a competition. There are two reasons of showing these pictures. The first reason is to show the audience the evidence when they became SPELL ELC's students so that the testimony looks credible. The second reason to show the audience that they are high-achiever students. Therefore, they can bring success to their life. It emphasizes that SPELL ELC has contributed to their academic life that leads to their current career success. The third sequence shows Glabela's and Bram's current professions picture along with the testimonial. The pictures emphasized their profession.

The third testimonial comes from Alvin. This testimonial's scene has a different order. The first sequence of the scene shows Alvin with his friends at SPELL ELC's class and the introduction. The purpose of showing the photo is to show the audience the real evidence when Alvin became SPELL ELC's students so that the testimony looks credible. Alvin also won an English competition. However, both Alvin and SPELL ELC did not save the photo, so a makeshift photo is shown.

The last scene is call-to-action scene. The first sequence is Ms. Mirna as a SPELL ELC's staff acts like a presenter. According to Rockman (2017), staff can be the presenter to show the company's personalities. Ms. Mirna was chosen as the presenter because the writers had to choose people who understand the company in detail. Since Ms. Mirna is the manager of SPELL ELC, she should understand SPELL ELC very well. Next, the lobby was chosen as the background for the place where Ms. Mirna acts as a presenter because the lobby represents SPELL ELC. In the lobby, SPELL ELC's logo and the tagline are big and vivid. The second sequence is contact persons. The video shows SPELL ELC's social media that can be contacted, such as WhatsApp, Facebook, Instagram, Line, and Website. It is used to inform the audience where to contact. The last sequence shows the logo and the tagline. The purpose of showing it is because it acts as a closing.

## CONCLUSION

Based on the problem that the writers found in the company, the writers decided to make a company profile video. The company profile video gives the general overview of the company and the programs that offered by the company. By having a company profile video, people outside Sidoarjo will know about SPELL ELC. Later, the company profile video will be published through social media so that it can reach bigger audiences.

In general, the company profile video is five minutes long. The voice-over used the Indonesian language because besides the students, the target audience is also the parents, and not all parents understand English. When creating the video concept, the writers followed the company profile video elements explained by Rockman (2017) to deliver the information effectively. Hopefully, the company profile video can help customers know the company's brand, cover the company's shortcomings, and build good images for the company (Dandy, 2020)

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