Company Profile Design Based Interactive Multimedia as Information Media

by Ahmad Wahyudin

Company Profile Design Based Interactive Multimedia as Information Media
(Case study: CV. Rizka Multti Dimensi Semarang Regency)

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Abstract: *Competition in information technology is currently growing rapidly, the printing business in Indonesia that uses digital machines or offset machines is increasing. One of them is CV. Rizka Multi Dimensi, as a printing company in the Semarang Regency area which has been established for more than 10 years requires the right marketing strategy and information. Not only to face competition but also to maintain long-term existence. CV. Riska Multi Dimensi still uses printed company profiles , such as brochures, business cards and banners, so it is very difficult to compete with other companies, especially in the information sector. The company profile type of printed media is only in the form of writing and can only provide visuals in the form of images to represent all the information, the production costs are expensive plus the materials used are usually easy to tear, meaning that mechanical interference is high so that the information received is incomplete.Designing an interactive multimedia company profile is a medium for conveying information that can be a solution for introducing the outside world about a company profile, about services that have been provided, as well as products that have been made by the company in an interactive way that is easy to remember, so that it can achieve its goals. a big role in building a company's identity.By creating an interactive company profile that visualizes an Adobe Flash program in a combination of media such as text, images (JPG/PNG/TIF) , video (FLV/AVI/MP4), animation (SWF) , and sound, it will make the application more attractive, so buyers more interested in understanding the company's identity through the company profile. The media expert's validation score is 32 and the material expert's score is 38, so the product is categorized as very valid for use as an interactive e- company profile , and the user's score regarding the product is 36.75, which means it is valid for use.*

Keywords: *CV . Rizka Multi Dimension , multimedia , company profile, interactive.*

A. Background

The increasingly rapid development of technology and science has brought about very fundamental changes in human thought patterns, resulting in the formation of a new world, new interactions, and a borderless business network, namely the era of globalization. In this era, companies and small and medium businesses are required to be more innovative in presenting information. With information technology, especially multimedia information technology, it plays an important role in the distribution of information .

Multimedia has greatly changed the way humans interact with computers by combining the media of text, images, visual audio, video and animation. In the field of publication, multimedia is one of the supporting media in conveying information

effectively, as well as being more interesting in its presentation. Many companies have used multimedia to create company *profiles* with the aim of introducing the company so that it can be more widely known by the public.

CV. Rizka Multi Dimensi is a company that operates in the printing sector on a national scale, the products that are often produced are paper-based products ranging from book invitations, magazines, brochures, and various kinds of *packaging* (cosmetic packaging, food, toys and so on. CV. Rizka Multi Dimensi was founded in mid-2007 and has a production site in the Semarang Regency area located at Jl. Raya Bandungan KM 01. The increasing level of competition in the same field encourages CV a more digital one, to improve the company's image and improve the presentation of the company's identity which previously still used manual print media such as catalogs, brochures, business cards, and so on. By using *company profiles,* print media (catalogs) often get damaged if they are used frequently -continuously, and requires quite expensive time and costs to create a new catalogue .

With an interactive multimedia-based *company profile* , it is hoped that it can attract customer attention and is expected to complement existing information media. Based on this problem, the author proposes a title: " Multimedia-Based *Company Profile Design* as Information Media for Case Studies in CV. Rizka Multi Dimension Kab. Semarang".

B. Identification of problems

CV. Rizka Multi Dimensi does not yet have an interactive *company profile* and the method of using brochures and distributing brochures is less efficient.

C. Formulation of the problem

How to make An interesting interactive *company profile as an information medium and how to present the company profile* in digital form so that customers are more interested?

D. Restricting the problem

1) The information produced includes company and product profiles, multimedia-based.
2) This interactive media application is only used by CV. Rizka Multi Dimensi to improve information to *buyers*.
3) Using *Adobe Flash CS6 software* to create interactive multimedia *company profiles* .
4) Using *CorelDRAW X7* and *Adobe PhotoshopCS6 software* for image editing.

E. Research purposes

Create *a company profile* CV. Rizka Multi Dimensi is interesting as an information medium and presents a CV *company profile* . Rizka Multi Dimensi which is more *digital*.

F. Benefits of research

1) For companies:

   a) Companies can be known more widely through interactive multimedia *company profiles* .

   b) Using the company profile as promotional and information media.

2) Benefit for writer :

   a) Can apply knowledge that has been studied writer during studying .

   b) Get experience designing interactive multimedia *company profile* .

3) Benefit for academic :

   a) Knowing students' abilities to apply their knowledge in real work .

   b) As additional reference material for further research in the future .

G. Understanding Media

The word media comes from the Latin *medius* which literally means middle, intermediary or introduction. In Arabic, media is an intermediary or messenger from the sender to the recipient of the message (Azhar Arsyad, 2011:3).

According to Desrianti, et al (2012: 133) Media is all forms used to channel information. The definition of media given by AECT *(Association for educational communication and technology)* shows that the term "media" has a very general meaning.

From the opinions above, it can be concluded that media is a communication intermediary tool that is used between message senders and message recipients.

H. Understanding Design

According to Soetam Rizky (2011: 140) defines that: "Design is a process of defining something that will be done using various techniques and it involves a description of the architecture as well as details about components and also limitations that will be experienced in the work process."

According to Binanto (2010: 260) explains that design is the stage of making specifications regarding program architecture, style, appearance and material or material

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requirements for the program. This stage usually uses a storyboard to describe a description of each other scene and a flowchart to describe the flow from one scene to another.

From the two opinions above, it can be concluded that design is a process of defining something which involves a description of the architecture and component details.

I. Understanding Information

Information is data that has been filtered and processed through a processing system so that it has meaning and value for someone to use in making a decision (Arifin, 2012).

In general, information can be defined as the result of data processing in a form that is more useful and more meaningful for the recipient which describes real events that are used for decision making. The following are the types of information that are often found in general:

1) Information based on function and use.

   Information based on materials and their uses. This type of information includes:

   a. Information that teaches readers, for example a paper whose contents are a tutorial or how to cook, an article about how to cook well.

   b. Information based on presentation format, namely information that is differentiated based on the form of presentation of the information. For example: information in written form (content can be in the form of columns, rows, images, etc.).

2) Information based on presentation format.

   Is information based on the form of presentation. This type of information includes written text, caricatures, photos or abstract paintings.

3) Information based on the location of the incident.

   Based information location current event going on , fine information from domestically or information from overseas .

4) Information based on areas of life.

   Based information fields existing life , for example education , style life , sport etc .

   From the discussion above, it can be concluded that the appropriate information for creating *a company profile* is information based on the presentation format.

J. Understanding *Company Profile*

According to Maimunah, et al. (2012: 284) *Company Profile* is an asset of an institution or company that can be used to improve an image of the company to establish cooperation with company relations, institutions and other related agencies.

profile is a report that provides an overview of the history, current status and future goals of a business. A business company profile can be as short as one page, or contain enough data to fill several pages. Although there are a number of different formats used to construct a profile, there are several important types of information that must be included.

Company profile is one of the important aspects in a company's publications. The function of a company profile is as a medium for communication and conveying information about the company to related parties, both internal and external to the company.

K. Understanding Multimedia

According to Hofstetter (2001) quoted by Hani Dewi Arriesanti et al in the CCIT journal Vol. 7 No. 2 (2014: 194), multimedia is the use of computers to present and combine text, sound, images, animation and video with tools and connections so that users can navigate, interact, create and communicate.

According to Hofstetter (2001) quoted by Hani Dewi Arriesanti et al in the CCIT journal Vol. 7 No. 2 (2014: 194), multimedia is the use of computers to present and combine text, sound, images, animation and video with tools and connections so that users can navigate, interact, create and communicate.

L. Framework of thinking
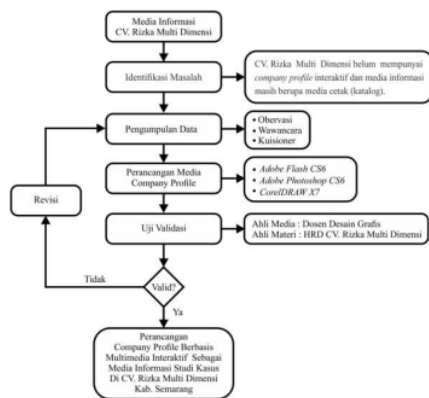
M. Product Specifications

1) The product created is an interactive multi-media based company profile which contains information about CVs. Rizka Multi Dimension.
2) The type of media created is interactive media which contains:
   a. Text

    b. Image (still image)

    c. Audio

    d. Animation (moving images)

    e. Videos

3) The information that will be displayed is:

    a. Company name

    b. Company history

    c. Vision and mission of the company

    d. Company's address

    e. Company contact (phone number, email)

    f. Some product results

4) In designing this interactive *company profile the author used several software* , including:

    a. Adobe Flash CS6

    b. Adobe Photoshop CS6

    c. CorelDRAW X7

N. Development Methods

in this research is a type of research and development or known as *Research and Development* (R&D). Research methods are a series of methods or activities for carrying out research that are based on basic assumptions, philosophical views and issues faced in research. The research and development method is a scientific way to research, design, produce and test the validity of the products produced (Sugiyono, 2015).

O. Trial Design

1) Initial view

2) *Home* display

3) View about us

4) Vision and mission display

5) Product display

6) Gallery view

7) Video display

8) Contact view

P. Final Product Discussion

- *Opening* and *loading* display

- Main *menu* display

- Company history view

- Order process display

- Collaboration view

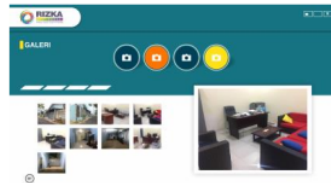- Display of company vision

- Display of company mission

- Display of the company motto
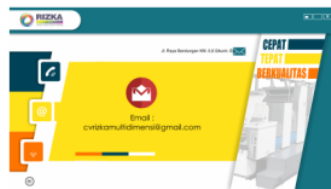

- Display product examples

- Company gallery view

- Corporate *video* display

- Display telephone & fax contacts

- Company email display

- *Maps* display

- *Close* view

Q. Conclusion

Based on the results of research, design and testing of the company profile carried out at CV. Rizka Multi Dimension Kab. Semarang, it can be concluded as follows:

1. *Company profile* media can be an interesting information medium because there are images, audio and animation packaged into one which produces interactive media, looking at previous information media (catalogs) which were less interesting and required large production costs plus the physical form was easily damaged , this type of interactive information media is more interesting and unique so that viewers/users will be more interested in seeing it .

2. Providing narration will also help convey information that is clearer and easier for users to understand, so that the information presented is easy to understand.

3. *company profiles* are also provided with navigation buttons for each page or *scene* and are animated to make them more interesting.

4. By producing a media expert validation score of 32 and a material expert of 38, the product is categorized as very valid for use as an interactive company profile, and the score from users regarding the product is 36.75, which means it is valid for use.

5. The final score from the questionnaire results given to 12 respondents regarding the importance of using an interactive *company profile* was 91.66%, which means using an interactive *company profile* is very important.

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FINAL GRADE

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GENERAL COMMENTS

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