COMPANY DESIGN *FLASH* -BASED *PROFILES* AS A MEANS OF SUPPORTING PROMOTIONAL MEDIA
(Studies case: CV. Indoprinting Tembalang)

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Abstract : The development of information media is increasing rapidly. The need for information media, both print and electronic media, is a top priority for society in the current era. Of course, this development also influences how it is applied to various media so that people can easily obtain this information. As more and more people need information, many business people are competing to take the opportunity to set up a printing press. Digital printing is a method of printing digital-based images, which are usually in the form of *files* , which can then be printed directly on various media in an instant and fast way . With *digital printing,* people can easily apply information media quickly. *Digital printing* is the right solution for people who want to advertise their products/merchandise so they sell quickly. Indoprinting is here to meet the needs of people in the Semarang area and surrounding areas to fulfill their printing needs. There are obstacles faced by Indoprinting, one of which is that there are still many who don't know what prints can be processed at Indoprinting. The way to overcome this, Indoprinting will develop an electronic *company profile* which is useful for introducing what products and services are available at Indoprinting. The *company profile* can be placed in the waiting room so that customers can access it easily, and it can also be used by the team *marketing* in presenting the big picture of the company to clients. Having this *company profile* can help customers who don't know more about the services and products available at Indoprinting.

Keywords: Indoprinting, media, *company profile, digital printing.*

A. Background

 profile is a practitioner's written product that contains a general description of the company. This picture is not completely complete, detailed and in-depth. Companies can choose what points they want to convey openly to the public. There are even companies that choose to create *a company profile* specifically for consumers (customers), for banks, for the government, suppliers and so on. Usually this is done by large companies that have broad business fields and different publics.

 The world of printing or *advertising* has developed rapidly, accompanied by the emergence of many *digital printing companies* in Semarang. Companies must be good at creating creations and innovations so they can continue to develop. A business actor is also required to be good at punctuality, creative, innovative and *imaginative* .

 Indoprinting is a *digital printing company* in the Semarang area. This company has been established since 2009. Indoprinting currently has 9 branches spread across the Semarang area and surrounding areas. The products produced include MMT banners, billboards, x-banners, stickers, business cards , *neon boxes* , brochures, *merchandise* and

others. The aim of this company is satisfactory service with professional designers and the aim of establishing good relationships with every customer.

Indoprinting also uses information technology in the form of *a website as an online* sales medium to make it easier for customers to order. The aim of creating *a company profile* is to make it easier to present Indoprinting's presence in the Semarang area, and to use it to introduce what products and services are available at Indoprinting . *The company profile* currently used by Indoprinting is still in the form of print media, namely in the form of a company *stopmap* and product catalogue. A *marketing person* when presenting Indoprinting must bring a minimum of 3 *stopmaps* and catalogs a day for 3 visits to clients. Of course, this is very troublesome and requires quite a lot of money to produce.

Current developments in the field of information engineering make it possible for all areas of human life to be done more easily with the help of computers, as is the case with the advertising process or profile introduction in a company. By using several graphic *software* , the process of creating a company profile can be easier and more attractive and can reduce promotional costs. Seeing the current conditions at Indoprinting, the author chose to create a business profile as material for the thesis. Based on the background above, the researcher took the title: "Media *Company Design Flash* -Based *Profile* as a Supporting Media Promotion (Case Study at CV. Indoprinting Tembalang)"

B. Identification of problems

Indoprinting still uses it *company profile* with print media *It is quite difficult for the marketing* team to promote the company and company *profile* print media requires additional costs so it is less efficient if used to promote the company.

C. Formulation of the problem

How do you create a valid and effective *company profile with an attractive* and efficient concept to reduce promotional costs?

D. Restricting the problem

1. The scope of the research is a general description of CV. Indoprinting.
2. The features displayed on *the company profile* contain:
   a) About us , including background, vision & mission, history, company goals, and customer service processes.
   b) Company products.

   c) Company gallery.

   d) contacts *,* including company and branch office addresses, telephone numbers, email addresses, and company *websites* .

3. The data contained in this *company profile* can only be changed, added or deleted by the admin from the CV. Indoprinting.

E. Research purposes

Create <u>*a media company profile*</u> CV. Valid and effective Indoprinting with an attractive and efficient concept to reduce promotional costs.

F. Benefits of research

1) Benefits for Institutions:

   a) Make CV easier. Indoprinting in promoting the products offered.

   b) Make CV easier. Indoprinting in collaborating with customers.

2) Benefits for Academics:

   a) Can collaborate with agencies or companies that serve as research sites.

3) Benefits for writers:

   a) Apply the knowledge that has been obtained while attending lectures and it is hoped that it can be applied in social life.

   b) Increase the author's insight in designing an effective and efficient *company profile*.

G. Understanding Design

According to Soetam (2011), 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 limitations that will be experienced in the work process.

According to Pressman (2012), true design is a software engineering activity intended to make key decisions, often structural in nature.

H. Understanding *Company Profile*

According to Agustrijanto (2001), *a* company profile is a general description of a company that wants to carry out a series of integrated promotions through a book. This statement gives us knowledge that initially a company's *company profile* was only in the form of a book which was a printout *containing* data and everything about the company.

I. Understanding Media

In the book Introduction to Communication Science (Cangara, 2006), media is a tool or means used to convey messages from communicators to audiences. There are several psychology experts who believe that in communication between humans, the most dominant media for communication are the five human senses such as the eyes and ears. The messages received by the five senses are then processed by the human mind to control and determine their attitude towards something, before being expressed in action.

According to Pujiriyanto (2015) media is a means of conveying messages or information to the public using various graphic communication elements such as text or photographic images.

J. Definition of Promotion

According to Lupiyoadi and Hamdani (2006), promotion is one of *the variables* in the marketing mix which is very important for companies to implement in marketing service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing or using services according to their desires and needs.

In this case, the purpose of promotion is to influence consumers in making purchasing decisions. Promotion is not just about communicating or conveying information, but also wants communication to be able to create an atmosphere/circumstances where customers are willing to choose and own a product. According to Swastha (2000), the objectives of the promotional function are as follows:

a) Giving information
b) Persuade and influence
c) Creating an *"Image" impression*
d) Promotion is a tool to achieve goals.

K. Framework of thinking
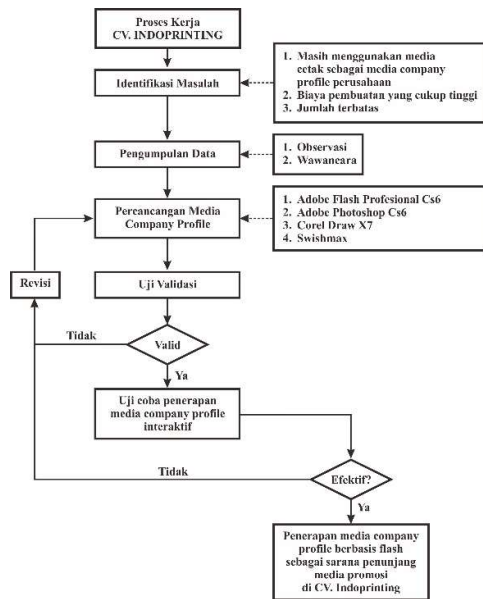
L. Product Specifications

The product specifications developed in this research are as follows:

1) Designing *a company profile* containing information about the company CV. Indoprinting. This *company profile* is used as a promotional medium for the company to the public.

2) *The company profile* uses attractive color choices, coupled with appropriate images, writing, sound and music.

3) The features displayed in *the company profile* contain:

a) About us, including background, vision & mission, history, company goals, and organizational structure.

b) Company products.

c) Company gallery.

d) contacts , including company and branch office addresses, telephone numbers, email addresses, and company *websites* .

4) *company profile* was created with an image quality of 1366x786 *pixels.*

5) *Company profile* is developed in the form of an application and can be run by a computer with the following specifications:
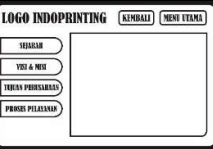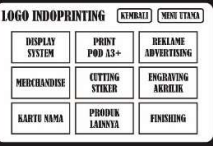
a) Minimum *processor Core 2 Duo.*

    b) *Random Access Memory (RAM)* minimum 2 Gb.

    c) *hard disk* 500 GB.

    d) Accessories use DVD Rw or USB slot and *speakers.*

6) *company profile* product is packaged in *CD form (Compact Disk)* or can be stored on *a flash disk* so that the product is more flexible to use.
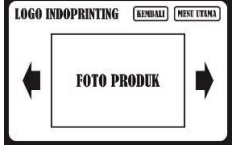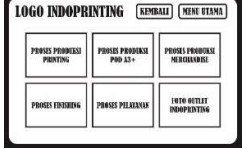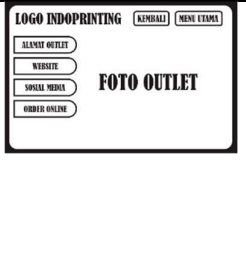
M. Development style

According to Borg and Gall (1983) stated that development research is developing an educational product. This research uses *the Research and* Development type of research. *Research* and Development can be interpreted as a process or steps to develop a new product or improve an existing product, which can be accounted for. The product does not have to be an object or hardware *such* as a book, *Stopmap* or other printed media, but can also be software *such* as a computer program.

Researchers in this case use a conceptual development model. Research and development of this model is a process for developing and validating products that will be used in CV company marketing. Indoprinting. This research and development is an effort to develop and produce a product in the form of *a company profile .*

N. Trial Design

No.	Slideshow	Information
1.	LOGO INDOPRINTING **SELAMAT DATANG DI INDOPRINTING** MENU	On the initial display/ *cover* there is a welcome greeting and a menu button.
2.	AUDIO TENTANG KAMI PRODUK GALERI KONTAK KELUAR **LOGO INDOPRINTING JUDUL**	In the menu display there are menu buttons (about us, products, gallery, contact, exit), title and settings for audio.
3.	LOGO INDOPRINTING KEMBALI MENU UTAMA SEJARAH VISI & MISI TUJUAN PERUSAHAAN PROSES PELAYANAN	In the "about us" menu display there are buttons for history, vision and mission, company goals and service processes,
4.	LOGO INDOPRINTING KEMBALI MENU UTAMA DISPLAY SYSTEM PRINT POD A3+ REKLAME ADVERTISING MERCHANDISE CUTTING STIKER ENGRAVING AKRILIK KARTU NAMA PRODUK LAINNYA FINISHING	In the "Product" menu display there are several buttons for product types which, when clicked, will display an image of the product in question.

5.	LOGO INDOPRINTING [KEMBALI] [MENU UTAMA] ◄ FOTO PRODUK ►	On the product type button there are photos of several types of products in question. Arrow keys to move the photo right and left.
6.	LOGO INDOPRINTING [KEMBALI] [MENU UTAMA] PROSES PRODUKSI PRINTING / PROSES PRODUKSI POD A3+ / PROSES PRODUKSI MERCHANDISE / PROSES FINISHING / PROSES PELAYANAN / FOTO OUTLET INDOPRINTING	In the "Gallery" menu there is a button for several photos of types of activities which, when clicked, will display a picture of the product in question.
7.	LOGO INDOPRINTING [KEMBALI] [MENU UTAMA] ◄ FOTO GALERI ►	On the activity type photo button there are photos of several types of photos of the activity in question. Arrow keys to move the photo right and left.
8.	LOGO INDOPRINTING [KEMBALI] [MENU UTAMA] [ALAMAT OUTLET] [WEBSITE] [SOSIAL MEDIA] FOTO OUTLET [ORDER ONLINE]	In the "contact" menu display there are several buttons for *outlet addresses* , *websites* , social media and *online orders* , as well as the Indoprinting logo, photos of several outlets, the main menu button and the back button.
9.	LOGO INDOPRINTING [KEMBALI] [MENU UTAMA] OUTLET DURIAN / OUTLET TEMBALANG / OUTLET NGESREP / OUTLET KUMININTI / OUTLET GAJAH / OUTLET TLOGOSARI / OUTLET PLEBURAN / OUTLET UNGARAN / OUTLET WELERI / OUTLET SALATIGA	In the " *outlet address" submenu* there are buttons for several Indoprinting branch names which, when clicked, provide detailed contact details about the branch in question.
10.	LOGO INDOPRINTING [KEMBALI] [MENU UTAMA] FOTO OUTLET / ALAMAT TELPON EMAIL	*The outlet* button displays when clicked. There is a photo of the outlet and details about the address, telephone number and email address.

O. Final Product Discussion

- Final *opening view* part 1

- Final *opening view* part 2

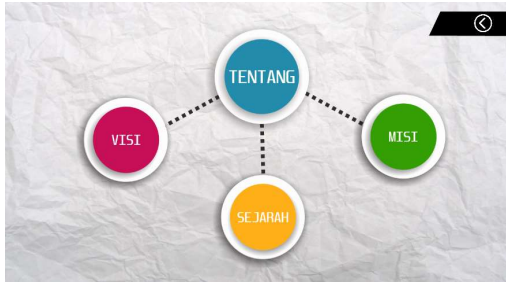- Final *opening view* part 3

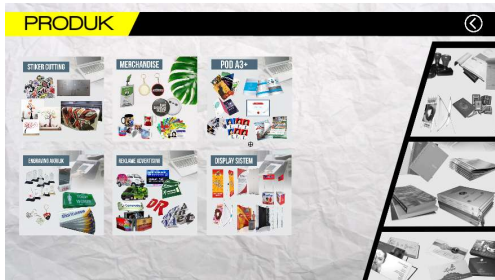- Final *opening view* part 4

- Final display of the main *home menu*
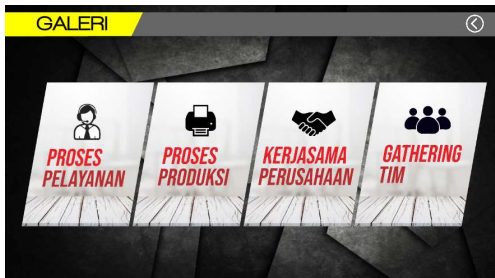
- The final display of the about *menu*

- Final display of product *menu*

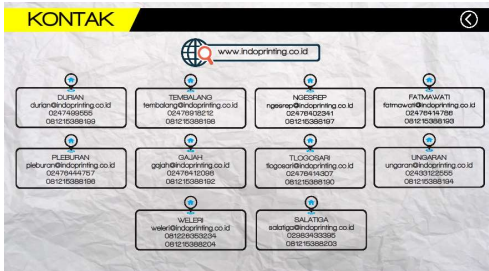- Final display of product sub *menu*
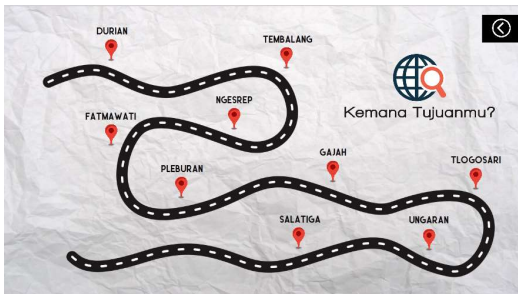

- Final display of gallery *menu*
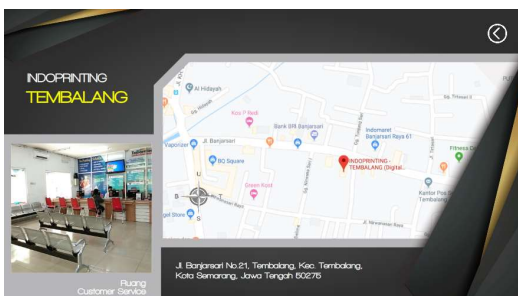
- Final display of gallery *menu*

- The final appearance of the contact *menu*

- Final display of *outlet menu*

- Final display of *outlet sub menu*

P. Conclusion

Based on the results of research, design and testing of *company profile media* interactive carried out at CV. Indoprinting can draw the following conclusions:

1. *company profile* media can be used as another alternative for introducing CV profiles. Indoprinting to the public, especially customers from CV. Indoprinting.

2. *company profile* media must be packaged with concise and clear material so that the delivery of the information provided can be received and understood by users.

3. *company profile* media can reduce promotional costs because it does not need to be produced many times.

4. *company profile* media contains information that customers need, such as history, vision and mission, product examples, company address and contact.

5. Adding narrative to interactive *company profile media* can help clarify the delivery of information so that users can receive the information clearly.

6. *company profile* media has been designed with the company's current conditions in mind and is valid because it has been tested by media experts and material experts.

7. *company profile* media is equipped with navigation buttons, text, narration, background sound, animation and images which can be fully controlled by the user, making it more interesting in conveying information to customers.

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