

Company Profile Printing As A Media To Support Promotion And Information For Digital Printing Resolution Companies

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Abstract : Digital printing resolution using promotional media and information there are still obstacles, where promotional activities and information use *round tags* and only from word of mouth, this causes promotional and information media using business cards to have limitations in conveying information and word of mouth is felt to be outdated. era. Writer interested stage study To use help in increase media quality promotions and company information . Development model used that is research and development (*Research and Development / R&D*) and in development *software* application use Language programming *Corel Draw and Adobe Photoshop*. The research results obtained form company profile book Which can be used as a promotional and information media compete in this era now and can deliver sufficient information as Power attract candidates consumer . Based on the results of a questionnaire conducted on 30 respondents, the information aspect received a score of 447 , namely enter in category “ very agree ”, on aspects promotion get score 334 ie enter in category “ very agree ”, on aspects design get score 323 ie enter in category “ very agree ”, so the research results show “ very agree ” printed company profile created researcher Can used as promotional and information media on digital printing resolution .

Keywords : *Company Profile* , Promotional Media and Information.

1. INTRODUCTION

Company profile own role Enough important for A the company that does *business to business* Because can present vision , mission and services available in the company For *customers* . Besides that other benefits of *Company profile* is can shorten meeting so that *customers* No need time more For ask in detail about profile, vision, mission and services available in the company in a way direct.

Company profile is one of form tended publications more leads to things nature commercial. By literally, *company profile* arranged from the words *company* and *profile*, which are both words related One each other. According to Dictionary English -Indonesia, *company* own translation namely : company, airline, firm, company, company, and rombongan. Whereas *profile* means looks or expression face, cross-section, and history John M. Echols and Hasan Shadili, 1993:131, 449). According to Hakiki (2015:159), *Company profile* in a way outline own definition as history companies introduced and offered to consumer through type business or

the services it has . *Company profile* packed via the containing media information about description general something company specifically history, and conveyed in a way open to public. *The company profile* is also a presentation medium for company or institution for introduce company to party others. Display above show that *Company profile* more leads to relationships company with party outside . This matter different with Aris et al (2015) view that *Company profile* become asset something institution or addressed company to internal parties (scope company That yourself) or external (colleagues, partners business, etc.) which is normal used as sign identifier in do good communication and cooperation. Difference second the definition above that is that *Company profile* No only especially For party outside, but also parties in company.

2. THEORETICAL BASIS

a. *Company profile*

According to Hakiki (2015:159), in journal Godham Eco Saputro *Company profile* in a way outline own definition as history companies introduced and offered to consumer through type business or the services it has . *Company profile* packed via the containing media information about description general something company specifically history , and conveyed in a way open to public . *The company profile* is also a presentation medium for company or institution For introduce company to party other . Display above show that *Company profile* more leads to relationships company with party outside.

b. Media

Media is something available means used For convey information to student . Originated media from Latin and is form plural from the word "Medium" which means literally means “ intermediary ” ie intermediary source message (*a source*) with recipient message (*a receiver*) (Heinich , et al in Hermawan , 2007: 3). said the media in Arabic is wasaai which means intermediary or introduction message from sender to recipient message (Arsyad 2002: 4).

c. Promotion

Promotion is activities performed For convey something message certain about product Good goods or services , brands trade or company and so on to consumer so that can help marketing increase sale . Philip Kotler (1997, 142) defines promotion as something activities carried out by the company to communicate benefit from the product and for convincing consumers to buy . Julian Cummins (1991, 11) defines promotion as series technique used For reach target sale or marketing with use cost effective , with give mark add to the product or service Good to intermediary or user direct . Usually No limited in period time certain According to Anton Tejakusuma (in Mega Super Salesman, 2010) promotion is A purposeful action For increase sales, also as a strategy for invite prospect through transaction .

d. Information

According to Dra. Sri Ati , M.Si. In expression everyday, many say that information is everything we are communicate , as conveyed by someone past Language oral , letter news , videos, etc. Expression This Because often used by Fox (1983) which is quoted Pendit (1992:64) categorizes them as "*the ordinary notion of information*". In expression this , is contained understanding that No There is information if No someone brought it . Among those who carry information This is the most frequent one discussed is Language man through communication between man . Although No always the person who brought it information, communication can also mean smoke, DNA, flow electricity, or picture.

e. Graphic design

So, one designer graphic on duty form visual display based verbal description with so -called discipline typography. Designer graphic organize appearance letters and spaces composition For create A effective and communicative design. With thereby can concluded that work design graphic covering all areas in need translation verbal language becomes planning visually against text and images in various publication media To use convey messages to communication as effective Possible .

Sitepu (2004: 16-22) explains the basic elements design graphic among others:

1. Line

In work design graphics , lines are used For separate position between element graphic others inside page . Besides That Can used as pointer parts certain with objective as explainer to reader . Inside line design graphic shared into 4, namely : vertical , horizontal , diagonal and curve .

2. Form

Form is something field where it occurs Because limited by a contour (line) and or limited by existence different colors or by dark bright in shading or therefore exists texture . Form Can form form nature (figure), which is not The same very resemble form nature (non- figure). Form own change form form stylization , distortion , and transformation . Meaning This constructed in graphic two dimensions . Commonly also called area. Whereas in 3 dimensional graphics form misunderstood with mass .

3. Room

Kusmiati in Basic Theory of Visual Communication Design , explained room happen Because exists perception about depth so that felt far and near , high and low , visible through senses sight . Element This in practice design graphic newspaper for example used as element room breathe for eye reader . This matter meant not to too tired read that text too long . And space blank give affirmation separator between column text newspaper . Besides That give impression roomy and neat design . This matter termed with white space (space blank). Empty space means no being text or picture . Truly empty , and not means a wasted and wasted place , is n't it The same very . Empty space That is Language separately from your design for.

f. Tecture

Texture is element appearance that shows the surface feeling material (material), which is intentional created and presented in arrangement For reach form looks, good in form real or pseudo . For example impression texture wood, fur or glass. Whereas according to Kusmiati texture is nature and quality physique from

surface something material (material), such as rough , shiny , faded , dull , whatever applied in a way contrast , and harmony .

g. Color

Color A object determined How light that falls on an object and is reflected to eye We . Because light own spectrum (series systematic) color , and spectrum color that's what helps man recognize color . Color caused by differences quality reflected light or emitted by the object . When We see color , actually We see wave reflected light or emitted by objects that we Look . (Wartmann , 2004).

3. RESEARCH METHODS

In this research, researchers used quantitative methods to process and analyze data. This data was obtained based on a questionnaire that researchers had given to respondents. Quantitative methods are used to calculate the effectiveness of the delivery of information and promotions carried out by Dotty digital printing . In this study, researchers used a 4 point *Likert scale* as a measurement scale. The *Likert* scale method is a *multiple item scale* , namely a scale used to measure positive attitudes towards an object by asking attitude questions or *statements* where the questions in the questionnaire can be calculated through an answer scale with category weights and then conclusions are drawn.

Table 3. 3 *Likert Scale* (Source Sugiono, 2012)

Weight	Category
4	Strongly agree
3	Agree
2	Don't agree
1	Strongly Disagree

The classification of categories for each indicator is based on the scores obtained from the questionnaire results by calculating the class intervals obtained. So the class interval calculation for each indicator is carried out in the following way (Sugiyono, 2011):

1. Highest score = Total Questions X Total Respondents X Highest Weight

2. Lowest value = Total Questions X Total Respondents X Lowest Weight
3. Distance = Highest Value – Lowest Value

From the total obtained from all indicators, the assessment of the number of respondents can be grouped into effectiveness criteria based on indicators as follows (Sugiyono, 2011):

- a. 300-525 = Very Ineffective
- b. 526-750 = Ineffective
- c. 751-975 = Effective
- d. 976-1200= Very Effective

4. RESULTS AND DISCUSSION

After doing study with spread questionnaire to 30 respondents who were consumers and candidates consumer from Dotty Digital Printing. On trial This obtained results as following :

a) Design Aspects

In aspect First that is aspect design , questions asked related with element design on *company profile* print made . For measure aspect this , writer ask 3 (three) questions from One indicator .

Following This is table results processing to level design .

Table 4.2 Design Aspects

Information	Question	S S (4)	S (3)	T. S (2)	S T S (1)	Amount
Design Aspects	Question 1	1 3	1 3	3	1	30
	Question 2	1 4	1 5	1	0	30
	Question 3	1 8	1 1	0	1	30

Total of each Scale	4 5	3 9	4	2	90
Total score (sum each category x weight scale)	1 8 0	1 1 7	8	4	309

Category level design has 3 (three) questions with method calculation from table on as following :

1. The highest score = Total Questions x Total Respondents x Weight

Highest

$$= 3 \times 30 \times 4 = 360$$

2. Lowest Value = Total Questions x Total Respondents x Weight

Lowest

$$= 3 \times 30 \times 1 = 90$$

3. Distance = Highest Value – Lowest Value

$$= 360 - 90 = 270$$

4. Class Interval Calculation

$$\underline{\text{Distance}} = \underline{270} = 67.5$$

4th grade

From calculations each class interval above , then For evaluation of 30 respondents categorized as as following :

a) 90 – 157.5 = Very No Agree

b) 158 – 225.5 = No Agree

c) 226 – 293.5 = Agree

d) 294 – 360 = Very Agree

From table 4.2 aspects design above can taken conclusion that respondent “ Very much Agree with exists element design on *company profile* print the. This matter can seen from total score that is **309** where mark the there is in the range between 294 - 360, then matter This including in category “ **Very Agree** ”.

b) Aspect Promotion

In aspect second that is aspect promotions , questions asked related with exists element promotion on *company profile* print made . For measure aspect this , writer ask 4 (four) questions from One indicator .

Following This is table results processing to level promotion .

Table 4.2 Aspects Promotion

Information	Question	S S (4)	S (3)	T. S (2)	S T S (1)	Amount
Aspect Promotion	Question 5	1 7	1 3	0	0	30
	Question 6	1 1	1 7	1	1	30
	Question 7	1 4	1 5	1	0	30
Total of each Scale		4 2	4 5	2	1	90
Total score (sum each category x weight scale)		1 6 8	1 3 5	4	1	308

Category level promotion has 3 (three) questions with method calculation from table on as following :

1. The highest score = Total Questions x Total Respondents x Weight

Highest

$$= 3 \times 30 \times 4 = 360$$

2. Lowest Value = Total Questions x Total Respondents x Weight

Lowest

$$= 3 \times 30 \times 1 = 90$$

3. Distance = Highest Value – Lowest Value

$$= 360 - 90 = 270$$

4. Class Interval Calculation

$$\text{Distance} = \frac{270}{4} = 67.5$$

4th grade

From calculations each class interval above , then For evaluation of 30 respondents categorized as as following :

a) 90 – 157.5 = Very No Agree

b) 158 – 225.5 = No Agree

c) 226 – 293.5 = Agree

d) 294 – 360 = Very Agree

From table 4.2 aspects promotion above can taken conclusion that respondent “ Very much Agree with clarity exists element promotion on *company profile* print the . This matter can seen from total score that is **308** where mark the there is in the range between 294 - 360, then matter This including in category “ **Very Agree** ”.

c) Aspect Information

In level third that is aspect information , questions asked related with clarity information on *the company profile* print made . For measure aspect this , writer ask 4 (four) questions from One indicator .

Following This is table results processing to level information .

Table 4.3 Aspects Information

Information	Question	S	S	T.	S	Amount
		(4)	(3)	(2)	(1)	
	Question 1	19	10	1	0	30

Aspect Informatio n	Questi on 2	1 3	1 5	1	1	30
	Questi on 3	1 4	1 5	1	0	30
	Questi on 4	1 5	1 4	0	1	30
Total of each Scale		6 1	5 4	3	2	120
Total score (sum each category x weight scale)		2 4 4	1 6 2	6	4	416

Category level information has 4 (four) questions with method calculation from table on as following :

1. The highest score = Total Questions x Total Respondents x Weight

Highest

$$= 4 \times 30 \times 4 = 480$$

2. Lowest Value = Total Questions x Total Respondents x Weight

Lowest

$$= 4 \times 30 \times 1 = 120$$

3. Distance = Highest Value – Lowest Value

$$= 480 - 120 = 360$$

4. Class Interval Calculation

$$\text{Distance} = \frac{360}{4} = 90$$

4th grade

From calculations each class interval above , then For evaluation of 30 respondents categorized as as following :

a) 120 – 210 = Very No Agree

b) 211 – 300 = No Agree

c) 301 – 390 = Agree

d) 391 – 480 = Very Agree

5. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

- a. From the questionnaire conducted towards 30 respondents on aspects information get score **447** that is enter in category “ very agree ”, on aspects promotion get score **334** that is enter in category “ very agree ”, on aspects design get score **323** that is enter in category “ very agreed ”, so respondent “ very agree ” *Company profile* print made researcher Can used as promotional and information media on Resolution Digital Printing.
- b. With exists *Company profile* print , Digital Printing Resolution Can give sufficient information to consumers and have capable information and promotional media compete in this era Now .
- c. Through *company profile* media print , Digital Printing Resolution more easy give information and promotions as Power attract candidates consumer .
- d. The author also made an X Banner, instructions direction , card names and souvenirs in the form of mugs as additional media or support that can be used moment there is an event or Can spread expand via social media by Resolution Digital Printing .

B. Suggestion

Based on results study This is a good suggestion submitted by researchers For study furthermore is as following :

- a. Need exists activity promotion in a way routine or Keep going continuously so that society wide know Digital Printing Resolution .
- b. Promotional media and information design This expected Can done *updates* information when There is change information product , price products offered .
- c. Need creating promotional media and information in form *website* when Digital Printing Resolution has Ready in facet equipment and manpower so that can known to public more wide Again .

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