

PROMOTIONAL MEDIA DESIGN FOR BANK SAMPAH WANI

Salsabiil Azzahra, Irhamna Nirbhaya Carecca*
Universitas Negeri Surabaya

ABSTRACT

***Corresponding author:**

Salsabiil Azzahra
salsabiil.21014@mhs.unesa.ac.id

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This research stems from the need for effective visual promotional media in the digital era to strengthen institutional identity and broaden public outreach. To support this, Bank Sampah Wani Surabaya requires media that can communicate information clearly and engagingly. A qualitative approach was used in this study, with data collected through interviews and direct observation. The design resulted in several promotional outputs, including two videos: one profile video and one educational video on waste management, each with a maximum duration of five minutes, as well as a printed product catalog. These media are intended to support outreach activities such as school roadshows, environmental campaigns, and online distribution. The final outcomes are expected to help fulfill the communication needs of Bank Sampah Wani and raise greater awareness about sustainable waste management among the public.

Keywords: Promotional Media; Profile Video; Educational Video; Product Catalog; Waste Bank

1. INTRODUCTION

In today's digital era, visual media plays a vital role in delivering messages and introducing institutions or activities to the public. One of the most effective forms of visual media is profile and educational videos, which can reach wide audiences through various digital platforms. In the context of environmental management, visual media can serve as a campaign tool to raise public awareness about waste issues and environmental sustainability.

Bank Sampah Wani Surabaya is an environmental community established in 2020 by a group of housewives in Perak Utara, Surabaya. The waste bank aims to change community habits in waste management and increase the economic value of sorted waste. However, in its promotional and educational activities, Bank Sampah Wani has not yet developed adequate visual media to support outreach to the public, especially during roadshows and training sessions at schools or partner institutions.

Based on these conditions, the problem formulation of this design project is how to create appropriate and engaging promotional media for Bank Sampah Wani. The objective of this design is to produce visual media in the form of a profile video, an educational video, and a product catalog that are both informative and communicative. This design is expected to help Bank

Sampah Wani enhance its image, expand its audience reach, and strengthen its environmental education messages to the public.

2. THEORETICAL FRAMEWORK

According to Hasugian (2018), promotional media is a tactic used to persuade consumers by providing information about the advantages of a product or service. In this context, visual media such as videos and catalogs are utilized as communication tools to deliver messages in an engaging and easily understandable way. Visual communication design is the process of conveying messages through visual elements such as typography, illustration, color, and layout. Rustan (2009) states that graphic design should be able to combine these elements effectively so that information can be communicated clearly to the target audience.

Aan et al. (2017) explain that a profile video is a short visual medium that portrays the identity, products, services, or organization. Its main purpose is to introduce an entity concisely, attractively, and informatively to the public. Meanwhile, Chazanah and Nandiyanto (2022) define educational videos as learning media that combine audio and visual elements to deliver information or knowledge interactively and comprehensibly. This medium is effective in enhancing public understanding, especially in environmental education and waste management.

According to Prasetyo and Febriani (2020), branding is an essential activity in building an organization's image in the minds of its audience. One of the supporting media for branding is a catalog, which is a printed tool containing a structured list of products with visuals and information (Kris, 2022). Catalogs function as marketing tools that strengthen branding and help audiences become more familiar with the products offered.

The three studies, although they have different themes, agree that activity books are able to increase children's motivation, involvement, and understanding in the learning process. This strengthens the reason for the use of activity books in educational study tour activities to historical museums.

3. METHOD

This study employs a qualitative approach using a case study method, aiming to design promotional media for Bank Sampah Wani Surabaya. The object of this research is Bank Sampah Wani, a waste management community located on Jl. Teluk Aru IV, Perak Utara Village, Pabean Cantikan District, Surabaya City. The study was conducted from November 2024 to April 2025. The design process began with the pre-production stage, which included data collection through interviews and observations, followed by idea development, scriptwriting, and the creation of a storyboard as a visual guide. The production stage involved filming based on the storyboard and recording audio elements such as narration, music, and sound effects. In the post-production stage, the editing and compilation of video materials were carried out until the final product was ready for presentation. The completed video was tested to measure its effectiveness, and after receiving feedback, the promotional media was finalized and distributed across various platforms.

The research subjects include the management team of Bank Sampah Wani as the primary informants, and the surrounding community as the target audience of the designed media. Data collection was conducted through direct observation at the location, in-depth interviews with the management team—particularly with Mrs. Denik Arie Wahyuni as the Chairperson of Bank Sampah Wani—and documentation of the waste bank's activities and

products. In addition, the researcher conducted literature reviews, visual reference analysis, and data exploration through social media and the official website of Bank Sampah Wani.

The main materials and tools used in the production process include a digital camera, audio equipment, and graphic design and video editing software. The media produced consist of a profile video, an educational video on waste sorting, and a product catalog. The design process includes three stages: pre-production (data research, concept development, storyline, and storyboard), production (on-site filming), and post-production (visual and audio editing, catalog layout design, and media finalization).

The data analysis technique used is descriptive qualitative, applying the 5W+1H approach (What, Who, Where, When, Why, How) to formulate design and content requirements. The design process refers to the principles of visual communication design and cinematography theory as the technical foundation for video production. The media design also considers branding and visual style that align with the identity of Bank Sampah Wani to ensure the message is effectively delivered to the audience. The catalog design process began with data collection on products such as photos, names, prices, and descriptions. This was followed by the design and layout process to create an attractive and informative appearance. After undergoing revisions and finalization, the catalog was printed as a physical promotional medium.

4. RESULTS AND DISCUSSION

The main concept of the Profile Video is “Your Waste, Your Savings,” which highlights the community’s spirit in transforming waste into something valuable while building a strong image for Bank Sampah Wani (BSW). The Educational Video carries the theme “Know Your Waste, Start from Home,” emphasizing individual awareness in sorting waste at its source. Lastly, the Product Catalog adopts the theme “From Waste to Creation,” portraying how recycled products can hold economic value and symbolize community creativity.

Visual Design Style

The Profile Video adopts a semi-formal documentary style with a humanistic and natural tone, showcasing the real activities of Bank Sampah Wani members authentically and inspiringly. The Educational Video presents simple and straightforward educational visuals, highlighting the waste-sorting process with a focus on clarity of steps and environmental context. The Product Catalog features a minimalist and clean style, emphasizing sharp product photos with simple backgrounds to make the items appear more prominent and informative.

Typography

The typography used includes “TAN New York” as the decorative font and “Roca One” as the modern serif font, both of which are easy to read and friendly, maintaining a professional yet approachable impression across all media.

Color

Green dominates as a symbol of the environment and freshness, combined with white to convey cleanliness and neutrality. In the Educational Video, an additional shade of green is used to draw attention to educational segments. These colors are applied consistently to strengthen the visual identity of Bank Sampah Wani.

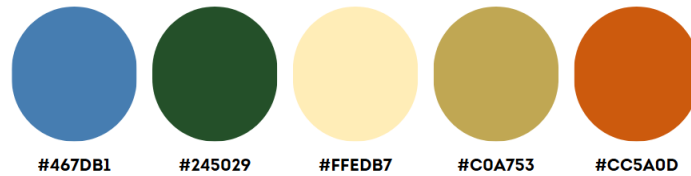


Figure 1. Color Pallete

Layout

The Profile and Educational Videos feature a balanced frame layout that harmonizes footage, narrative text, and supporting graphics, maintaining visual balance so that messages are easily understood without appearing cluttered. The Product Catalog uses a modular, grid-based layout that displays products neatly with sufficient white space, making the content easy to read and visually organized.

Photography / Photo Treatment

Photography uses real images of activities and original products from Bank Sampah Wani, captured with natural lighting and clear colors. Product photos in the catalog receive minimal editing treatment to preserve the authenticity of colors and texture details.

Graphic Elements

In the Profile Video, graphic elements such as minimalist lower thirds and running text are used to provide additional information without distracting from the visuals. The Educational Video incorporates simple, easy-to-read explanatory text. The Product Catalog uses dividing lines and simple icons as accents to highlight product information and pricing.



Figure 2. Visual Elements

The promotional media design for Bank Sampah Wani resulted in three main outputs: a 5-minute profile video, a 5-minute educational video on waste sorting, and a printed product catalog featuring recycled goods. These media were developed in response to BSW’s promotional and educational needs, as the organization previously lacked visual materials for school roadshows and partner visits. All media were designed using a visual communication design approach, integrated with social campaign and community-based promotion strategies.

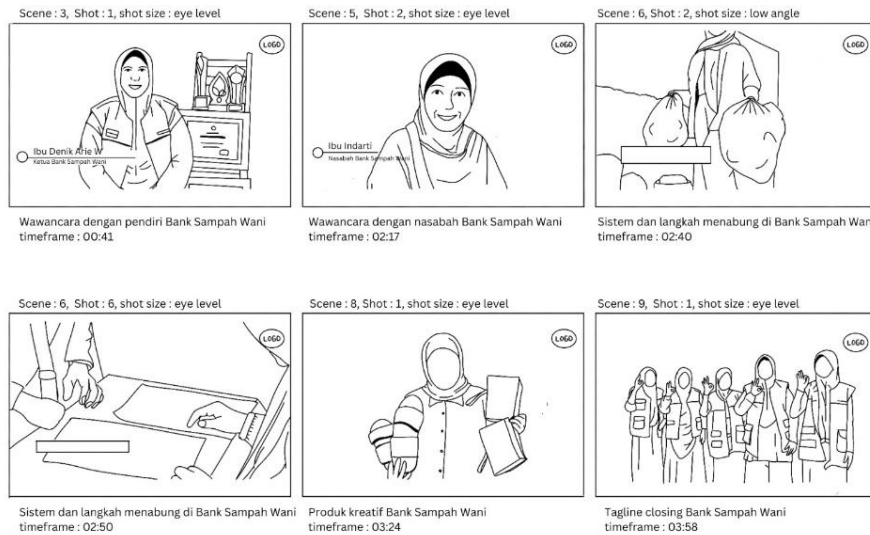


Figure 3. Storyboard for BSW Profile Video

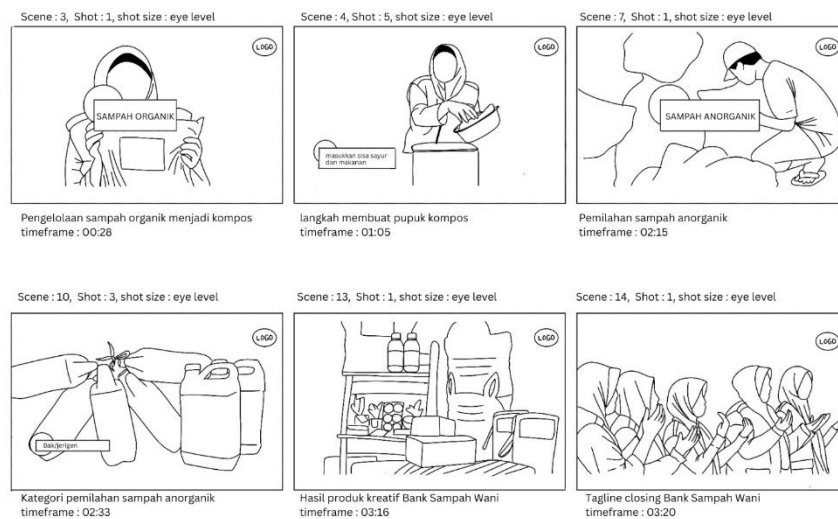


Figure 4. Storyboard for BSW Educational Video

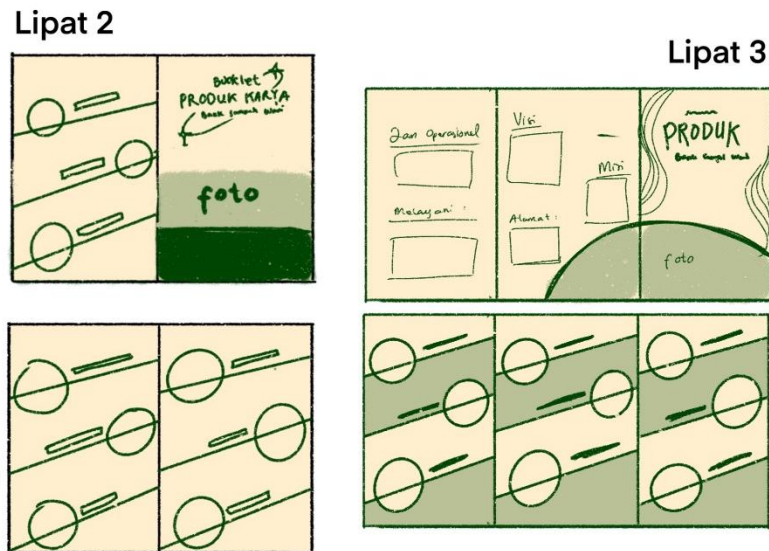


Figure 5. Raw Sketch for BSW Product Catalog

The profile video employs a semi-formal approach, presenting the organization's history, vision and mission, operational activities, and testimonials from members and administrators. Cinematographic techniques such as live shoots, close-ups, and b-roll footage are used to emphasize emotional and visual aesthetics. This aligns with Mascelli's (1965) cinematography theory, which highlights the importance of visual elements like composition and continuity in supporting storytelling. Storytelling aspects are reinforced through voice-over narration and direct interviews to enhance information credibility.



Figure 6. Intro Scene in BSW Profile Video

The educational video adopts a light and communicative visual style, explaining steps for sorting organic and inorganic waste, as well as compost-making processes. The use of real activity footage from Bank Sampah Wani makes the video practical and relatable to audiences. This corresponds to Chazanah and Nandiyanto's (2022) theory, which states that educational videos effectively convey information interactively and comprehensibly. Compared to Kadek Risma Yunita's (2021) study project, which created a company profile video for Bank Sampah NTB Mandiri, the educational video for Bank Sampah Wani adds a direct instructional component to the visual narrative rather than being purely documentary.



Figure 7. Composting Scene in BSW Educational Video

The product catalog is printed in A4 size, folded into A5, using 180 gsm art paper with a glossy finish. It presents a list of creative recycled products such as plant pots, compost, handicrafts, and household decorations. The layout is simple yet informative, combining product photos, names, and descriptions. The function of this catalog aligns with Wicaksono’s (2021) theory, which states that catalogs serve as systematic and visual promotional tools to introduce products effectively.



Figure 8. Front Cover of BSW Product Catalog



Figure 9. Back Cover of BSW Product Catalog

Overall, the produced media combine informative, persuasive, and educational elements. All three are designed based on the principles of visual communication design (Rustan, 2009), branding theory (Prasetyo & Febriani, 2020), and digital promotion approaches. Together, they complement one another: the profile video builds image and credibility, the educational video strengthens social engagement, and the catalog expands the economic potential of recycled products.

CONCLUSION

The promotional media design for Bank Sampah Wani includes a profile video, an educational video, and a product catalog—all aimed at strengthening the organization's image and reaching a wider audience, particularly during roadshows and digital promotions. The produced media successfully represent the identity, vision, and activities of Bank Sampah Wani in a visual and informative manner. The profile video focuses on branding and operational aspects of the organization, while the educational video delivers practical information on waste sorting and compost production. The product catalog serves as a supporting medium that introduces recycled products to the public. All three media were developed based on interviews and field observations, referring to SWOT analysis and the 5W+1H approach to ensure alignment with partner needs. The results of this design project show that appropriate visual design can function as an effective communication tool in supporting community-based environmental campaigns.

This research is expected to contribute to the field of visual communication design, particularly in the application of promotional media within social campaigns. In the future, further efforts are needed to develop more participatory and interactive media, such as animation-based content or social media platforms that allow direct audience engagement. This study also has limitations regarding the short production period and the relatively narrow scope of media distribution. Therefore, future researchers are encouraged to explore the impact of promotional media on audience behavior change through evaluative and long-term methods. Additionally, it is recommended that Bank Sampah Wani continue updating its promotional content and expand collaborations to ensure that environmental campaign messages reach a broader segment of society.

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