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The Role of Company Profile Videos in Strengthening the Reputation of Girikerto Village Government

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ABSTRACT

The company profile is an increasingly popular and effective public relations (PR) tool in the digital era, aimed at introducing the Kalurahan Girikerto government institution to the public and stakeholders. The formulation of the creation idea involved discussions with the Kalurahan Girikerto Government and Desa Preneur Girikerto, leading to an agreement video-based company profile. The objective was to enhance understanding in building the reputation of the Kalurahan Girikerto Government, Sleman. Company profile video integrates elements of credibility, trustworthiness, reliability, and responsibility through the presentation of accurate data and footage of the daily activities of the Girikerto community. This research has data collection techniques included participatory observation, direct documentation, interviews with the Girikerto Head and the Desa Preneur Girikerto Chairman, and library research. The object of company profile video was determined to be the video company profile of Desa Preneur Girikerto. The design process included data research, idea gathering, concept formulation, media selection, visualization, and production. The company profile video, lasting 00:03:10 (three minutes, ten seconds), was published on the YouTube channel @girikerto, effectively building a positive image and reputation for the Kalurahan Girikerto Government. Overall role of this video company profile is informative and accurate, reflecting the kalurahan's ability to manage digital content. Recommendations for future improvements include enhancing team collaboration, upgrading production equipment and facilities, and optimizing funding to produce higher-quality works.

INTRODUCTION

A village often needs a video aimed at building the village's branding. In some areas or elements of the village, an explanation is needed from the village to convince the community. Therefore, a video is needed that can build branding for the village. In the midst of rapid digital development, it has also brought significant changes to the communication paradigm, one of which is communication between government and society. The growth of communication technology is used as a reference for providing information so that it can influence the image and reputation of an institution or agency in one of its practices as public relations in the digital era (Satira & Hidriani, 2021). The presence of digital platforms and social media makes it possible for the wider community

to easily obtain information, and also provides great opportunities for government agencies to interact directly with the public.

Communication is a fundamental process through which humans interact and bring about social change. It can be understood as an exchange between individuals, groups, or institutions, often mediated by various communication tools to achieve specific goals. Effective communication occurs when the message is clearly delivered by the communicator and accurately received by the communicant (Hidayat et al., 2022). Beyond transmitting information, communication also shapes perspectives and influences behavior, whether in attitudes, opinions, or decision-making. In this sense, persuasive communication plays a central role, as it seeks to influence individuals' beliefs and actions in line with the communicator's objectives.

Apart from that, communication can change people's perspectives and behavior, opinions, actions, or decision-making. In this condition, persuasive communication aims to change or influence someone's behavior, attitudes, and beliefs so that they act in accordance with the communicator's expectations. Persuasive communication is very important for an agency to build a reputation and convey positive and correct information to the public (Ramadhan, 2020). Through persuasive communication, agencies can shape public attitudes and behaviors toward the institution. Persuasive messages allow organizations to highlight their innovations, achievements, and services in ways that strengthen credibility and build trust. When effectively delivered, such messages not only gain recognition for institutional performance but also convince audiences of the benefits and value of the policies or programs being implemented.

Building communication with audiences and stakeholders is a central responsibility of Public Relations (PR). PR serves to create mutual understanding between an institution and its publics, which in turn fosters effective communication and strengthens the organization's image and reputation. As Kriyantono (2021, in Rochmaniah et al., n.d.) notes, the key purposes of PR include fostering public understanding, building a positive institutional image and reputation, overseeing social responsibility and public service communication, shaping favorable public opinion, and cultivating goodwill and cooperation with stakeholders.

Image and reputation are important assets for an agency or institution. Spreading a good image and ensuring that this image ultimately develops into a good reputation will help increase trust and support from various parties, especially stakeholders and the general public. Reputation reflects how an organization is perceived by the public, representing an image that develops over time through consistent experiences and interactions. In this regard, the role of Public Relations as a strategic tool for institutional branding is crucial, as it carries the responsibility of building and maintaining a positive reputation in the long term.

Branding is a combination of various actions or communication strategies planned and applied by a company to build or enhance the identity of an agency or institution so that it is more widely known by the public (Oktaviani, 2018). The role of PR is important to get public attention and support in raising the name of an agency or institution. The important role of PR in creating and managing the reputation of an institution,

government, and so on is that it is expected to be able to do various things in accordance with its duties and functions in building the branding of the institution so that the public knows about it.

In building a reputation and maintaining a positive image, Public Relations (PR) tools are very important in handling this. One PR tool that is increasingly popular and effective in building the image and reputation of an agency is a video-based company profile. Company profile videos or agency profile videos have the ability to convey information in an interesting and engaging way, so they can be a very effective means of introducing government agencies to the public, describing the agency's vision, mission and achievements, as well as strengthening the emotional relationship between the government and its citizens.

A company profile video is a form of multimedia company profile, which combines moving images, photos, text, graphics and background sounds that are created in an attractive way (Humaira, 2019). In this context, utilizing technological advances in the field of audio-visual media, especially using video, is an effective way to strengthen the reputation of agencies, especially government. Company profile videos have greater ability to convey messages visually and emotionally, so they have great potential to introduce government to the public.

According to Kriyantono (2012, in FL, 2021), a company profile is a Public Relations product that provides a general overview of an institution. While it does not present information in exhaustive detail, it offers sufficient description to represent the organization publicly. A company profile serves as a communication medium to build a positive image and reputation, while also functioning as a platform for collaboration with various stakeholders, including partnerships between government institutions and the community.

Girikerto Subdistrict itself is one of the subdistricts in Kapanewon Turi, Sleman Regency, Yogyakarta Special Region Province. Girikerto is a sub-district whose topography is in the highlands and around the slopes of Mount Merapi. Located in a geographical area far from urban areas and having fertile land rich in natural resources (SDA), Girikerto prioritizes development and construction to achieve the prosperity of the village and its residents. The people of Girikerto have actively utilized their natural resources to develop village-based tourism and produce distinctive local products. Through this spirit of innovation and community empowerment, Girikerto has been recognized as one of the Culturally Independent Villages in the Special Region of Yogyakarta (DIY), reflecting both its achievements and its commitment to sustainable local development.

Research on company profile videos requires a foundation of prior studies to serve as references and sources of ideas. In this regard, the researcher reviewed three relevant works: first, an analysis of the role of Public Relations at PT. Graha Bina Mandiri in creating a company profile as an information medium; second, a study on rebuilding the economy through village-owned enterprises (BUMDes) by developing a company profile video for BUMDes Amarta Pandowoharjo, Sleman; and third, an examination of the role

of company profiles as a Public Relations medium for educational startups in establishing relationships with potential business partners and investors.

The concept of "role" refers to the set of expected behaviors, attitudes, and responsibilities attached to particular positions in society. Within communication studies, a role is not merely an individual characteristic but a social function that shapes interaction and organizational dynamics. In this research, the role perspective is used to understand how a company profile video functions as a communication tool in shaping perceptions of the Girikerto Village Government.

The notion of video originates from the Latin word video-vidi-visum, meaning "to see." Technologically, video is a medium that captures moving images and sound through electronic devices, transforming them into data that can be stored, reproduced, and disseminated (Sembiring & Hastuti, 2020). In this study, video is positioned as a strategic medium that conveys information in both visual and emotional forms, making it effective for public relations purposes.

Public Relations (PR) is widely understood as a strategic communication practice aimed at fostering mutual understanding between an organization and its publics. Ishaq (2015) notes that PR involves planned communication activities directed at both internal and external stakeholders. Grunig and Hunt (in Rochmaniah et al., n.d.) highlight PR as a component of communication management that enables institutions to maintain credibility and build long-term relationships. Similarly, Jefkins (in Ishaq, 2015) emphasizes that PR activities contribute to shaping organizational identity and reputation, which consist of tangible elements such as logos, reports, and media content, as well as intangible aspects including organizational values, philosophy, and communication style.

According to Kriyantono (2016) in his book Public Relations and Corporate Publicity Media Production Techniques, a company profile is a PR or PR written work that contains a general description of the company. A company profile contains a company description that is not completely complete, detailed and detailed, which is made by explaining certain points that the company wants to convey openly to the public. Etymologically, the term company profile consists of two interrelated words, namely company and profile. Based on the English dictionary, company means company, institution, body, airline, association, firm, company, group, and company. Meanwhile, profile can be interpreted as a cross-section, history and appearance (Maghfiroh & Rakhmadi, 2021).

This study also applies Charles J. Fombrun's reputation theory as its analytical foundation. According to Fombrun, organizational reputation is built upon four key dimensions: credibility, trustworthiness, reliability, and responsibility. These elements provide the conceptual basis for examining how the Girikerto Preneur Village company profile video contributes to strengthening the image and reputation of the Girikerto Village Government.

METHOD

This research relied on both primary and secondary data sources. The data collection methods in this study were selected based on the research objectives and field conditions. As noted by Kriyantono (in Triko, 2018), data collection techniques are essentially the strategies researchers use to obtain information relevant to their study.

Primary data were gathered through three main techniques: observation, documentation, and structured interviews. Through participatory observation, the researcher engaged directly with community members and the Preneur Village organization in Girikerto. This approach made it possible to witness daily activities, interact with local leaders, and map the village's social and economic potential more closely (Anggito & Setiawan, 2018). To complement these observations, the researcher also documented activities using photographs and video recordings, which later became essential material for the company profile video (Sugiyono, 2017). Structured interviews added further depth. Conversations with key informants, including village officials and the leaders of Preneur Village, provided first-hand insights into how the organization works and its impact on the community. Interview questions were prepared in advance, but space was left for elaboration, allowing the discussion to flow naturally while ensuring that important points were captured through audio-visual recordings and transcripts (Sugiyono, 2015).

Secondary data came from books, journal articles, and official documents related to communication, public relations, reputation studies, and company profile development. These materials helped strengthen the theoretical grounding of the study and provided context for interpreting the primary findings. In addition, supporting documents such as photos, government decrees on the establishment of Preneur Village, and reports of previous activities were used to enrich the analysis and validate information gathered in the field (Anggito & Setiawan, 2018).

The overall methodological design was informed by Charles J. Fombrun's reputation theory, which highlights credibility, trustworthiness, reliability, and responsibility as the key elements of organizational reputation (Soemirat & Ardianto, 2016; Harwinda & Ikhsano, 2020).
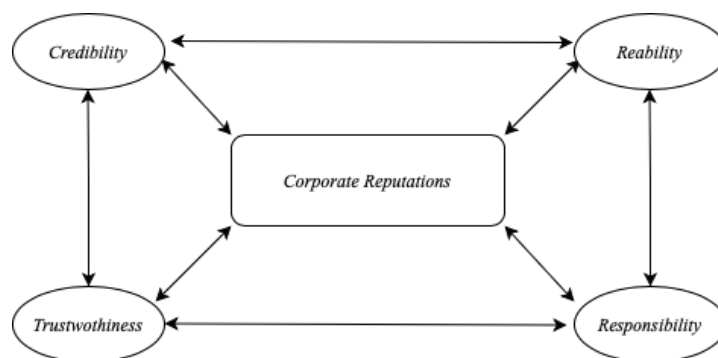
Figure 1. Reputation Theory Application Framework
(Source: Qualitative and Quantitative Research Methods, Elvinaro)

These four dimensions provided the lens through which the data were analyzed, ensuring that the evaluation of the Girikerto Preneur Village company profile video was not only descriptive but also conceptually grounded. By combining first-hand engagement with the community, careful documentation, and theoretical insights, this study sought to present a comprehensive and reliable understanding of how the company profile video contributes to the reputation of the Girikerto Village Government.

The importance of a company profile also applies to village level government institutions, which are called kalurahan (a special term for villages in the Special Region of Yogyakarta) based on (Peraturan Gubernur Daerah Istimewa Yogyakarta Nomor 25 Tahun 2019 Tentang Pedoman Kelembagaan Urusan Keistimewaan Pada Pemerintah Kabupaten/Kota Dan Kalurahan, 2019). In particular, the Girikerto District Government is optimizing its goal of building the image and reputation of the institution using video-based company profile media.

RESULTS AND DISCUSSION

In the research, after data collection was carried out through participant observation and interviews, object analysis was carried out to analyze the results of data collection more deeply and explain the suitability of the relationship between the results of interviews and observations and make more valid predictions. Object analysis is described by analysis of strengths, weaknesses, opportunities and threats (SWOT).

SWOT analysis was used to develop strategies for producing an informative company profile video with strong key messages aimed at building the reputation of Girikerto Preneur Village among the community and stakeholders. The SWOT components were identified through observation and participation in the production process, as well as interviews with key informants. To ensure consistency and professionalism, the company profile video needed to reflect the specific characteristics of Girikerto Village.

Strengths include Girikerto's fertile agricultural land and natural tourism potential such as waterfalls, hills, and scenic landscapes. The strong sense of togetherness and mutual cooperation among residents also supports social and economic activities, while the potential to develop nature- and culture-based tourism can attract more visitors and encourage longer stays. Weaknesses lie in the limited accessibility of roads and transportation infrastructure, which may hinder tourist visits. The community's knowledge and skills in managing tourism and businesses also require further development, and there is still a lack of promotional media to highlight the village's potential, particularly the role of Preneur Village. Opportunities arise from the growing interest in natural and eco-tourism, which Girikerto can take advantage of to attract more visitors. The use of social media and digital platforms also creates opportunities to promote local products and destinations more effectively. Threats include competition with better-known and more advanced tourist destinations, as well as the impact of

climate change on natural and agricultural conditions, which could pose challenges for sustainability.

Careful and strategic planning is very important to build a positive and credible image and reputation for the Girikerto District Government, Sleman. In this case, the concept in question includes the creative concept strategy used to create the company profile video, as well as the technical concepts applied to ensure that the production of the Preneur Village company profile video will run smoothly and produce high quality work. Through this comprehensively designed work, it is hoped that it can introduce and strengthen the reputation of the Girikerto District Government. Referring to the aim of making the company profile video for Preneur Village, Girikerto Village, an artistic approach was taken as part of the creative concept built to convey the message in the video. The creative concept of researching this work is described through a creative brief aimed at conveying a key message and attracting the audience's attention in a touching and inspiring way. The following is an illustration of the creative concept of researching this work:

Table 1. Creative Concept Video Company Profile

Aspect	Information
Type	Video Company Profile
Title	Desa Preneur Girikerto
Theme and Narrative	**Main Theme:** "Building a Strong and Positive Reputation for the Girikerto District" **Narrative:** Describes the journey and commitment of the Girikerto District Government to develop the region and serve the community as an Independent Village by actively accommodating its residents to become part of the pillars of the Independent Cultural Village, one of which is the Preneur Village. The narrative was delivered by sub-district officials and the Preneur Village chairman as resource persons with strong backgrounds.
Creative Goals	• Building a positive and credible image and reputation of the Girikerto District Government which is presented through the Girikerto Preneur Village organization • Increase public awareness and understanding regarding the role and achievements of sub-district government • Creating an emotional connection between government and society
Audience Characteristics	The target audience for this work is government agencies, private organizations, academics, the general public and other institutions. With an age range of 17-64 years, female and male.
Format	The company profile work is made in MP4 video format, then published on social media Youtube @girikerto and Instagram @girikerto, as well as an archival document

	for Girikerto Preneur Village.
Duration	3 minutes 10 seconds
Video Company Profile Concept	**Visual Concepts and Style:** • **Visual:** The presentation of images and videos shows aspects of the life of the Girikerto community, and an overview of the activities of the Preneur Village organization, also showing natural views, infrastructure, community activities, and their potential. • **Style:** The style in this company profile video is created with the concept of recording video interviews directly from sources that are informative and inspiring, with a focus on reality and truth. • **Colors:** A warm, natural color palette for a sense of involvement and closeness to the community. • **Animation:** Important data such as development statistics and government achievements are explained through simple animated infographics. **Audio Concept:** • **Voiceovers:** The voices in the video are original voices from direct interviews with the sources, which are also used as voiceovers in some of the footage presented. • **Background Music:** The background music used is traditional Javanese music which emphasizes the strong Javanese traditions characteristic of Girikerto, part of the Special Region of Yogyakarta. • **Animation:** Important data such as development statistics and government achievements are explained through simple animated infographics.
Content Structure	• **Opening:** Displays the Girikerto Village logo and photos as a brief overview of Preneur Village as an initial introduction to the contents of the video. • **Introduction:** A brief profile introduction and history of the formation of Girikerto Preneur Village and the objectives of the formation of Preneur Village as conveyed by the Head of Girikerto Village • **Interview:** An active interview is presented directly in the video to illustrate the originality of the work. This interview involved the Head of Girikerto Village and also the Chair of the Preneur Village organization in providing complete information about Prenur Girikerto Village. • **Vision and Mission:** Explanation of the vision and mission explained directly by the Head of Girikerto Village • **Organizational Active Activities:** Displays various active activities of the Preneur Village which are

	supported by the sub-district government.
	• **Achievement:** Sharing experiences and impacts received from Preneur Village activities for the community
	• **Closing:** Optimistic message and hope for the future of Preneur Village, and closed with a photo recap of the activities of Preneur Village members.

(Source: Researcher Process, 2024)

It has been explained in the table above, which summarizes the main elements of the creative concept for making company profile videos, including type of work, theme and narrative, creative goals, audience characteristics, company profile video concept and content structure.

Based on the explanation above, this research is a video company profile of Girikerto Preneur Village. The work "Video Company Profile of Girikerto Preneur Village" is a form of audio visual work designed by MBKM students at Budi Luhur University together with Girikerto Village, representing an organization that aims to build and strengthen the positive image and reputation of Preneur Village and Girikerto Village as a strong and independent organization. In its presentation, this company profile video promotes Preneur Village as an internal organization in Girikerto Village with innovative village programs in the field of entrepreneurship and local economic empowerment. This video is designed in an interesting and inspiring way to convey the organization's vision, mission, goals and achievements, thereby establishing a strong reputation in the eyes of the audience.

The company profile video of Girikerto Preneur Village depicts Girikerto Village as playing an active, progressive and highly competitive role as a Village with the title of Independent Cultural Village. This company profile video also functions as an effective tool to introduce the potential of the village and Girikerto Subdistrict to a wider audience, and can strengthen the reputation of Girikerto Subdistrict as a government institution that supports local economic progress and innovation.

The final results of this company profile video work are published on various platforms such as social media, websites, comparative study presentations, guest visits, exhibitions, with the aim of making Girikerto's potential better known and recognized as a progressive village that is open to opportunities for collaboration to achieve progress. The success of this work cannot be separated from the process which is based on the principles of Charles J. Fombrun's reputation theory. By integrating each step of the research and production process using reputation elements which include credibility, trustworthiness, reliability and responsibility which are described as follows:

The application of reputation theory in researching the Girikerto Preneur Village company profile video is based on four (4) elements used to underlie the creation of this company profile video. This description is explained as follows:

Credibility

Credibility in the Girikerto Preneur Village company profile video is demonstrated through the accurate presentation of facts and data. The video includes statistical information such as poverty data, which is clearly displayed and supported by credible sources (see Figure 2). In addition, credibility is reinforced through references to official documents, such as the SK Lurah Kalurahan Girikerto (2020) regarding the establishment of the Preneur Village management. These legal references lend authority and authenticity to the narrative. Furthermore, the inclusion of direct information from interviews with village officials and leaders strengthens the reliability of the content, ensuring that the messages presented are not only factual but also come directly from legitimate sources. By combining statistical data, legal documentation, and personal testimony, the video effectively builds credibility and positions Girikerto Preneur Village as a trustworthy institution in the eyes of its stakeholders.
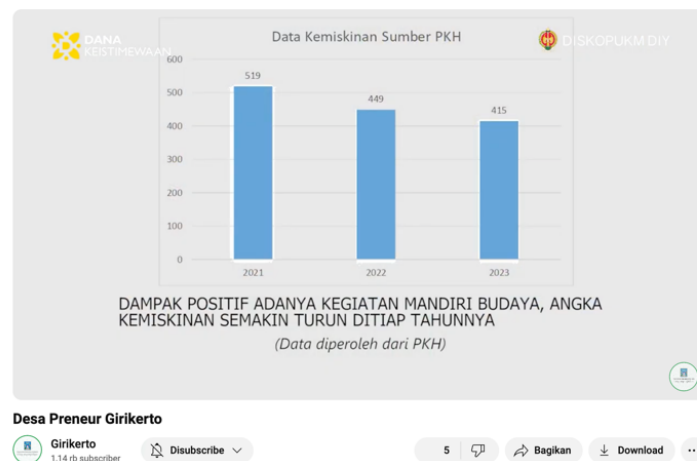

Figure 2. Girikerto Poverty Data in the Preneur Village Company Profile
Source: Youtube Girikerto, 2023

Trustworthiness

Trustworthiness is conveyed in the video through the use of natural and realistic scenes depicting the everyday lives of Girikerto residents. These depictions of authentic community activities provide a sense of transparency and honesty, which fosters emotional engagement with the audience. For example, one scene at the 00:54 second mark shows buying and selling activities in the Preneur Village showroom (see Figure 3). Such representations reflect genuine resident experiences, allowing audiences to relate more closely to the programs being implemented. By highlighting these daily interactions, the video not only portrays the vibrancy of village life but also builds trust in the initiatives of Preneur Village.

Figure 3. Buying and selling activities at the Girikerto Preneur Village Showroon
Source: (Youtube Girikerto, 2023)

Displaying Agency Logos

Another way the video conveys trust is through the display of agency logos. These visual elements function as symbolic endorsements, showing that Girikerto Preneur Village has received support from credible external institutions. By including the logos of partner agencies, the video emphasizes that the establishment and ongoing development of Preneur Village are not independent efforts but are backed by wider networks of collaboration. This visualization strengthens the message of trustworthiness, as audiences are more likely to view the initiatives as legitimate and sustainable when they are supported by recognized organizations.

Reliability

The reliability element of the applied reputation theory explains how the ability and resilience of an organization plays a role in carrying out its duties and responsibilities to stakeholders (Suhaimi, 2019). The message conveyed by the organization regarding its reliability is carried out to maintain the quality of the organization itself. The components of reliability contained in this company profile video start from the production equipment used by the production team, as well as all the talent and resource persons who appear in the video wearing uniforms that depict the organization's identity, then showing the production process of typical Preneur Village products in a lively manner. details, as well as highlighting the mentoring and training programs participated in by members of the Girikerto Preneur Village.

CONCLUSION

Overall, the research carried out is a form of implementation of the MBKM Building Villages program at Budi Luhur University together with Girikerto Village, Sleman, Special Region of Yogyakarta. The MBKM Village Building activity, which was carried out for approximately four months and two weeks, resulted in real work that has useful value for the progress of Girikerto Village as a digital district. Researchers together with the Social Media and Digital Content Division researched the company profile video of

Girikerto Preneur Village as a public relations tool (PR tool) in building a positive image and strengthening the reputation of the Girikerto District Government.

The use of audio-visual based media gives a strong character to the Girikerto Preneur Village company profile video in conveying information effectively and efficiently, because the video has a strong and interesting message. Through a series of research processes starting from data research, collecting ideas, developing concepts, choosing media, visualizing the work, until the production process is carried out with the intention of increasing public knowledge and appreciation of the community and stakeholders towards the Girikerto Village through the Preneur Village program which it aims to provide. The research results can help Public Relations in designing messages that are more effective and in line with audience needs, including the use of social media and digital platforms. Public relations can use research results to evaluate existing programs, adjusting approaches based on community feedback. The results of this research can be a guide for Public Relations in handling situations to increase public trust in the government.

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