Developing Promotional Media by Creating Video Advertisement on Tiktok Using The Capcut Pro Application for Annida Catering Batu

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ABSTRACT

Annida Catering, located in Bumiaji, Batu City, provides catering services for various events. Its digital promotions, especially video content on TikTok, have been ineffective due to a lack of appeal. This study aims to create advertising videos using the CapCut Pro application as a promotional medium to enhance attractiveness and reach. The research used the Action Research method with respondents consisting of the business owner, marketing experts, multimedia experts, consumers, and potential consumers. The questionnaire results, using the EPIC model, showed a score of 4.4, which falls into the highly effective category. In conclusion, the advertising videos created were proven to be effective promotional media and can help increase audience reach.

Keywords: Video Advertisement 1; Promotion 2; CapCut 3

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*Developing Promotional Media by Creating Video Advertisement on Tiktok
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INTRODUCTION

Business development in Indonesia is growing rapidly, many new businesses have sprung up, one of which is in the culinary field. Increasingly fierce business competition makes companies must be able to survive or be able to develop their business to become more advanced in accordance with their goals. To achieve this goal, the company must be able to meet the needs of its consumers. One of the strategies to win business competition for business people can take advantage of technological Developments.

In the era of technological development which is also increasingly advanced, this is a way for business people to market their products and increase sales. There are so many social media that can be utilized by business people to promote their products such as Instagram, Facebook, TikTok, Youtube and many other applications that can be used by the general public. It can be seen based on a survey by the Indonesian Internet Service Providers Association (APJII), there are 221.6 million internet users in Indonesia in the 2023-2024 period. Over time, the business sector has also experienced growth. With the existence of the internet, business people compete in promoting products through social media and are increasingly creative.

Social media can be understood as a digital platform that provides facilities to carry out social activities for each user. Social media is used as a promotional strategy tool to reach consumers widely. Compared to other promotional strategies,
social media does not require expensive costs and can be done anywhere and anytime (flexible) without taking up a lot of time and energy. Some activities that can be done on social media, for example, provide information through posts in the form of writings, photos, and videos to interact with fellow users

Social media that is currently popular in the world is Tiktok. The application concept that Tiktok carries is a video sharing platform and live streaming or live broadcast. Tiktok application users can take advantage of various features provided by the application such as adding music and sound libraries, trending music or music from others and following the trending dance from the rhythm of the song, adding text and sharing videos with certain hastags. Just like other social media, Tiktok users can also follow other users, send messages, like uploads or content, comment on uploads and also share other people's video uploads. Tiktok users can also use the direct, stich and react features to respond or respond to videos uploaded by other users as long as other users activate these features. There are various of content that can be found on Tiktok ranging from dance, traveling, tutorials, comedy to product advertisements and many more.
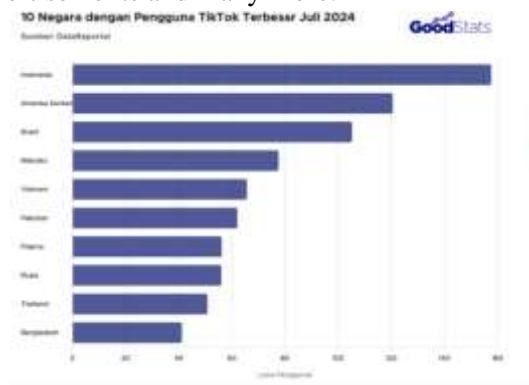

Image 1. Tiktok User Data
Source : Data Reportal (2024)

According to a report by We Are Social and Meltwater (2024), the number of TikTok users globally will reach 1.58 billion in 2024. The latest data on Data Reportal also states that Indonesia has the largest number of TikTok users in the world, reaching 157.6 million users, the majority of users aged 18-34 years. With this, TikTok social media can make it easier for business people to carry out promotional activities for their products,

Developing Promotional Media by Creating Video Advertisement on Tiktok
Using The Capcut Pro Application for Annida Catering Batu
(Adli Muhammad, et al.)

Jejakdigital
JURNAL ILMIAH MULTIDISIPLIN

hether they are goods or services to consumers. Promotion is an effort to notify or offer goods or services with the aim of attracting potential customers to buy or consume them. According to Satriadi, et al (2021) defines promotion as a process of providing information, persuasion so as to influence consumers to buy, use a product or service. Generally, the purpose of the promotion is to increase the sales volume of the product or service. Many things can be done to do promotions such as creating content either writing, photos or videos such as advertisements.

Advertising is any form of message to persuade consumers to buy goods or services and the idea is conveyed through the media at the expense of sponsors and disseminated to the general public. According to Morrisan (2015: 17), advertising can be defined as "any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor". Through advertising, it can facilitate business actors and consumers in buying and selling activities. Advertising is one of the marketing strategies in business whose application uses video to promote goods or services. Advertising is the best strategy in today's digital era, because it has a concept in the process of making it. To get interesting video results, the process of making this clan requires creative and innovative ideas. In addition, the content in the advertisement must also be easily understood by consumers, this makes consumers interested when viewing advertisements until they enter the buying process.

Many applications can be used for video editing, one of which is the Capcut Pro application. Capcut is a smartphone software used for video editing. The software was developed by Chinese tech company ByteDance, which also developed the Tiktok social media platform. Capcut was released in 2020. Capcut provides all the tools needed to create professional content for social media platforms.

Annida Catering is a business running in the culinary field that provides a wide variety of catering food ranging from traditional to modern. Annida catering is located at Jalan Masjid, Gang lapangan No. 12, Banaran, Bumiaji, Bumiaji District, Batu City, East Java 65331. Annida Catering was established in 2017, this business provides a variety of menus ranging from cooking, wet cakes, to pastries.

Annida catering has promoted on Tiktok social media. The strategy that this business has implemented is to use a promotional strategy by having a Tiktok account and uploading videos of activities as well as following tiktok trends on Tiktok social media which has the username @annida.catering, with Tiktok content being able to reach consumers more widely.

Image 2. Annida Catering Tiktok Account
Source: https://www.tiktok.com/@annida.catering (2025)

Developing Promotional Media by Creating Video Advertisement on Tiktok
Using The Capcut Pro Application for Annida Catering Batu
(Adli Muhammad, et al.)

Jejakdigital
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Based on early stage observations on the Tiktok page (https://www.tiktok.com/@annida.catering) shows that Annida Catering has utilized Tiktok social media in promoting its products, however, the use of Annida Catering's Tiktok account is not optimal because the content presented is not interesting and the advertising video does not display any information about Annida Catering. According to Seth Godin (2018) the importance of creating interesting and authentic content to build a community of consumer loyalty. Uninteresting content will fail to create meaningful relationships with the audience.

The video content presented on Tiktok Annida Catering is in the form of videos of its products, but it is not yet optimal because the advertising videos uploaded to social media are not very interesting and tend to have a low audience. Annida Catering Batu's business has not provided the information needed by consumers in its video content so that it makes the video content less interesting, tends to have a low audience and there is no feed back from the audience on Annida Catering's Tiktok account.

Based on the above background, the thesis title can be taken, namely "**Developing Promotional Media By Creating Video Advertisement On Tiktok Using The Capcut Pro Application For Annida Catering Batu**."

METHODS OF RESEARCH

Scope of Research

The scope of this promotional video making research is program information at Annida Catering. In making these promotional videos using the Capcut application. This video-making activity is carried out for advertising videos on Tiktok.

Scope of Research

Action research is a form of collective self-reflective inquiry conducted by participants in a social situation with the aim of improving the rationality and justice of their own social or educational practices, as well as their understanding of those practices and the situations in which they are conducted.
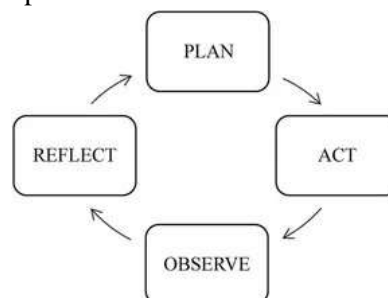

Image 3. Action Research Model Action Research Model Source: frontiersin.org

Unit Of Analysis

The sampling technique used in this study was purposive sampling. According to Etikan and Bala (2020), purposive sampling is a sample selection technique in which researchers select participants intentionally based on certain characteristics that are relevant for research purposes. This method allows researchers to obtain in-depth information from certain groups who have the desired experience or knowledge. The number of respondents who will be taken using this technique is 13 including 1 Business Owner, 2 Multimedia Experts, 2 Expert Marketers, 4 Potential Consumers, and 4 consumers due to the effectiveness of the research and the respondents selected are very suitable for the title and problems in the research.

Developing Promotional Media by Creating Video Advertisement on Tiktok
Using The Capcut Pro Application for Annida Catering Batu
(Adli Muhammad, et al.)
Jejakdigital
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Development of the EPIC Model Questionnaire

This research questionnaire is about creating Instagram content as a promotional medium to attract potential customers at Annida Catering. This questionnaire uses the Epic Model with the aim of measuring the effectiveness of Tiktok content and how attractive promotional videos are aired on Tiktok social media. The Epic Model according to Durianto in Pangestu, (2022) is one of the tools for measuring advertising effectiveness with a communication approach developed by AC Nielsen which includes four critical dimensions, namely: Emphaty, Persuasion, Impact, and Communication.

Likert Scale

According to Indonesian Research Literature (Aletheia Rabbani & Morissan, 2020–2021) Contemporary Indonesian researchers state: This scale is called a "cumulative scale" or scalogram analysis, used to ensure definitive responses from respondents (yes/no, true/false). It only has two response options (dichotomy), with a score of 1 for 'yes' and 0 for "No" ensuring clear and consistent data.

Table 1. Scale Likert

Skala	Simbol	Keterangan
1.	STS	Strongly Disagree
2.	TS	Disagree
3.	N	Netral
4.	S	Agree
5.	SS	Strongly Agree

Source: Sugiyanto (2015:94)

Simple Tabulation Analysis

In a simple tabulation analysis, the data obtained is processed using the formula according to Durianto, et al (2003: 78). As follows:

$$P = \frac{fi}{\Sigma fi} \times 100\%$$

Description:

P = percentage of respondents who chose a particular category

fi = number of respondents who chose a particular category

∑fi = number of respondents

Average Score

Each respondent's answer to the question in the questionnaire is given a weight. How to calculate the average score according to Durianto, et al (2003: 78) as follows:

$$X = \frac{\sum fi.wi}{\sum fi}$$

Description:

X = Weighted average

fi = Frequency

wi = Weight

Developing Promotional Media by Creating Video Advertisement on Tiktok
Using The Capcut Pro Application for Annida Catering Batu
(Adli Muhammad, et al.)

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Epic Rate

After obtaining the results of the simple tabulation analysis and the average score, to determine whether or not advertising through social networks is effective, the last step is to calculate the EPIC rate value using the formula:

EPIC rate = Empathy + Persuasion + Impact + Communication

After the results or data are calculated according to Durianto (2003) to find out where each promotion is positioned through the calculation of the decision scale range of the Epic Model. The following is the decision scale range of the Epic Model:

STE	TE	CE	E	SE

1   1,8   2,6   3,4   4,2   5
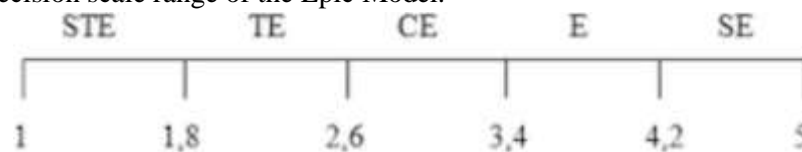
Sumber: Durianto et.al (2003:97)

RESULT AND DISCUSSION

Emphaty Dimension

Based on the overall average score for the empathy dimension, the score obtained was 4.48, which can be categorized as highly effective. Therefore, when positioned on the EPIC rate scale as shown in the following figure:
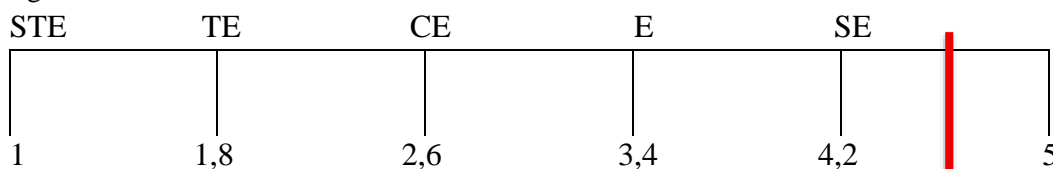
STE	TE	CE	E	SE	

1   1,8   2,6   3,4   4,2   5

Image 4. Epic Rate of Empathy Dimension

Source: Data Processed (2025)

Persuasion Dimension

Based on the overall average score for the persuasion dimension, a score of 4.4 was obtained, which falls into the "very effective" category. Therefore, when positioned on the EPIC rate scale as shown in the following figure:
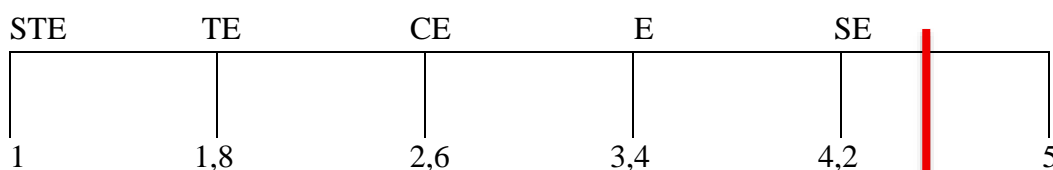
STE	TE	CE	E	SE	

1   1,8   2,6   3,4   4,2   5

Image 5. Epic Rate of Persuasion Dimension

Source: Data Processed (2025)

Developing Promotional Media by Creating Video Advertisement on Tiktok
Using The Capcut Pro Application for Annida Catering Batu
(Adli Muhammad, et al.)

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Impact Dimension

Based on the overall average score for the Impact dimension, it achieved a score of 4.2, which falls into the 'very effective' category. Therefore, when positioned on the EPIC rate scale as shown in the following figure:
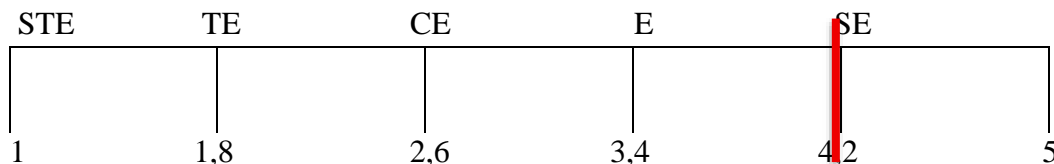
STE	TE	CE	E	SE

| 1 | 1,8 | 2,6 | 3,4 | 4,2 | 5 |

Image 6. Epic Rate of Impact Dimension
Source: Data Processed (2025)

Communication Dimension

Based on the overall average score for the Impact dimension, it achieved a score of 4.69, which falls into the 'very effective' category. Therefore, when positioned on the EPIC rate scale as shown in the following figure:
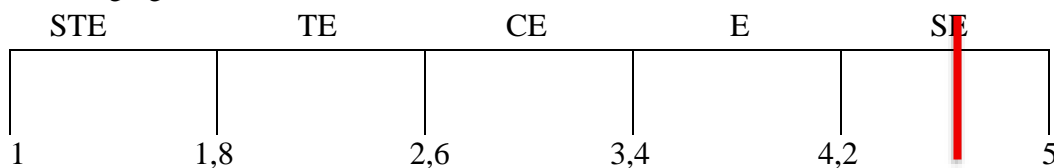
STE	TE	CE	E	SE

| 1 | 1,8 | 2,6 | 3,4 | 4,2 | 5 |

Image 7. Epic Rate of Communication Dimension
Source: Data Processed (2025)

EPIC Dimension

Table 2. Overall EPIC Dimension

Dimensi	Skor rataan per Indikator	EPIC rate
Emphaty	4,48	4,4
Persuasion	4,4	
Impact	4,2	
Communication	4,69	

Source: Data Processed (2025)

From the table above, the details of the EPIC rate calculation in the dimensions of Empathy, Persuasion, Impact, and Communication are as follows:

$$X = \frac{(4,48)+(4,4)+(4,2)+(4,69)}{4} = 4,4$$

The overall EPIC dimension table shows the average scores for the empathy indicator at 4.48, the persuasion indicator at 4.4, the impact indicator at 4.2, and the communication indicator at 4.69. Based on the overall EPIC rate results, the EPIC dimensions obtained a score of 4.4. As stated by Durianto in

Developing Promotional Media by Creating Video Advertisement on Tiktok
Using The Capcut Pro Application for Annida Catering Batu
(Adli Muhammad, et al.)

Jejakdigital
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Pangestu (2022), a score of 4.3–5 indicates a highly effective value. This indicates that the advertisement video created has a highly effective value and can be published.
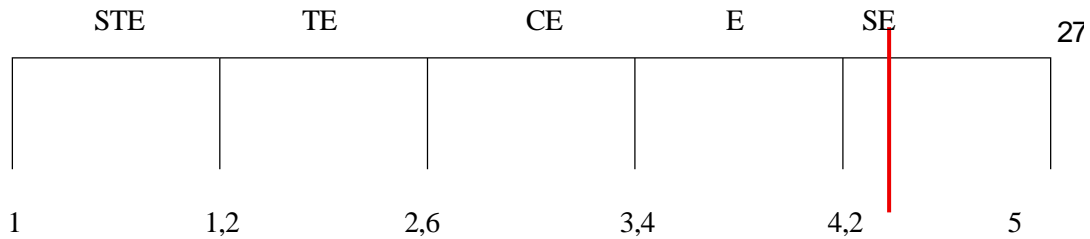
STE	TE	CE	E	SE	27
1	1,2	2,6	3,4	4,2	5

Image 8. Epic Rate of Overall Dimension Source: Data Processed (2025)

Video Publication Results

The video uploaded to Annida Catering's TikTok account was evaluated using the EPIC method and found to be highly effective, making it worthy of widespread publication. During its one-week run, the video received positive responses from the audience. Based on performance data, the advertisement video received 75 likes, 21 comments, 36 shares, 4 saves, and attracted 9 new followers. This promotional video has proven to be effective in introducing Annida Catering, as evidenced by its reach of 96% of non-followers, out of a total of 853 views. In addition, the video has an average viewing duration of 10.8 seconds, which demonstrates the success of the strategy of using a hook or appeal in the first 3 seconds to grab the audience's attention. The target audience for this video is also appropriate, namely women aged 18–24, who constitute the primary segment of Annida Catering's potential customers. The effectiveness of the published advertising video shows high results, comparable to the insights gained from the video. This video was able to attract the interest of the audience on Annida Catering's Tiktok account, even though it was published without paid advertising support. Thus, the video can be used as an effective promotional medium by Annida Catering.

CONCLUSION

Annida Catering, located in Bumiaji, Batu City, provides catering services for various events. Its digital promotions, especially video content on TikTok, have been ineffective due to low audience engagement. This study aims to create a promotional video using CapCut Pro to enhance appeal and reach. Using the Action Research method—planning, action, observation, and reflection—questionnaires were distributed to business owners, experts, and consumers. The video received an EPIC score above 4, indicating high effectiveness. The positive response shows the video successfully attracted interest, making it suitable for Annida Catering's promotional use on TikTok.

Suggestion

Based on the research conducted, several recommendations can be given to Annida Catering. The previously created advertising video can be utilized to promote the business and distributed across various platforms to reach a wider audience. It is also advisable to consistently produce video content with different themes that still promote products, advertise the business, and increase consumer interest. Greater focus should be placed on video advertising, accompanied by ongoing media development aligned with business growth. All social media platforms should be leveraged as promotional tools to support the marketing of other products. Additionally, digital platforms should be used regularly to expand market reach, and the effectiveness of advertisements should be analyzed based on demographic or psychographic segmentation.

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