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# Designing Explainer Video As Part Of Landing Page's Promotional Media (Study Case : Rakryan, An Education Technology Start-Up)

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## Abstract

Invariably, startups encounter challenges when introducing their products to the market, particularly when featuring unprecedented innovations. Overcoming these hurdles necessitates a communication strategy and media approach that focuses on educating the intended audience. An explainer video is considered a viable media option to fulfill this need. This study aims to design an explainer video and analyze its significant influence in addressing the aforementioned challenges. The design process initiates with qualitative data research to formulate positioning and brand persona, serving as guidelines for the communication strategy, both verbally and visually. Subsequently, the explainer video is strategically produced, aligning with these guidelines to achieve an effective explainer video, complemented by supporting media. This objective is evaluated through a feasibility questionnaire, assessed by the startup's board of directors and media experts. Results indicate that incorporating explainer videos on the startup's landing page significantly enhances audience comprehension of the product in an accessible and engaging manner. The result indicates that utilizing explainer videos on the landing page not only facilitates audience understanding of the service but also positively influences the brand image, enhancing the customer's perception of the product's value.

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## 1. Introduction

The digital transformation in the era of Industry 4.0 has emerged as a phenomenon propelling digitization across various sectors of contemporary life. Rapid technological advancements have facilitated the emergence of diverse solutions that can be presented as options in addressing various life challenges. Typically, these solution options emerge through the efforts of pioneering companies, commonly known as startups. A startup not only develops products but also business models, making it a distinct entity from conventional companies. As innovative entities with new business models, startups require precise marketing strategies and media to gain acceptance in the market.

One such startup is Rakryan, operating in the field of educational technology (edutech). Through its service ecosystem, Rakryan VET, Rakryan aims to assist vocational high schools (SMK) in enhancing their learning systems and the quality of their graduates. This program provides an alternative for SMK to easily and practically implement the link-and-match concept. Rakryan VET consists of several products and services, including Rakryan Teacher, Rakryan Course, Rakryan Learning, Rakryan Development Week, Rakryan Assessment, Rakryan Passport, and Rakryan Hire. All these products and services essentially form an ecosystem that aids in improving the quality of vocational education from processes to outputs.

Rakryan adopts a B2B (Business to Business) business model, with SMK as its target market. Institutions such as SMK demand accountability, transparency, and hierarchical decision-making processes. Therefore, formality, clear programs, data, and the company's credibility become crucial in designing marketing strategies and media.

The landing page serves as an appropriate medium for marketing and promoting Rakryan VET. It can function as an informative, formal, professional, credible, and persuasive platform. However, the landing page has limitations in information capacity, particularly when explaining the new, innovative, and complex services of Rakryan VET. Hence, a medium capable of accommodating this complexity is needed, yet can also be integrated as a component of the landing page.

Based on this requirement, the suitable medium is an explainer video. This medium is specifically designed to comprehensively and structurally explain the programs and service processes of Rakryan VET on the landing page. However, beyond this need, the explainer video can also stand alone as a versatile medium, making it flexible for use according to contextual requirements.

### **1.1 Literature Review**

In the study by Rahmadianto and Andito (2018), the design of an explainer video for Ma Chung University is driven by an analysis of the university's promotional media issues, which predominantly focus on conventional and monotonous promotion activities. The absence of innovation in promotional activities is deemed to have implications for Ma Chung University's declining image. Hence, the designers emphasize the necessity of innovative media for more engaging, effective, and relevant promotions that leave a positive impression on consumers. The goal is to enhance brand awareness among the target market related to Ma Chung University. Data for this design are gathered through interviews, public relations efforts, and observations on the website, brochures, and identity guidelines. The Angus (2014) design method, covering discovery, script, storyboard, animation, and delivery, is employed to create an explainer video that critically evaluates and synthesizes previous work, providing a condensed and visually appealing representation.

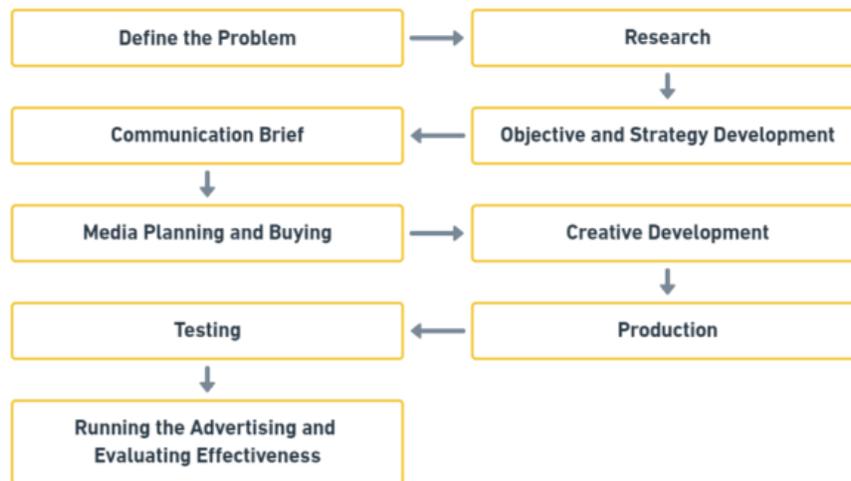
In Setiawan, Pujiyanto, and Pahlevi's (2021) research, the background of the explainer video design lies in the update of the performance management information system of PT Pembangkit Jawa Bali in the environmental sector, known as the SIPLAH 2.0 application. The launch of this application serves as evidence of PT PJB's commitment to decentralized and transparent reporting, addressing environmental concerns. The explainer video is designed as a means of socialization to the public regarding PT PJB's commitment to the environment. Similar to the ongoing design, the reference design uses video as a feature to explain complex processes in a simple manner. Data collection involves document studies and interviews, with a data analysis method combining quantitative analysis of application logbook data and qualitative analysis of interview results. The design method follows the typical video design stages of pre-production, production, and post-production.

The third literature review explores the explainer video design for the Visual Communication Design Program at Budi Luhur University. Similar to the first reference, this design addresses the issue of monotonous promotional media for an educational institution, potentially weakening the university's image due to a lack of media innovation. The conclusion drawn by the designer is the need for an explainer video distributed through social media. Data collection includes interviews and observations of existing promotional media, such as brochures, websites, and identity guidelines. The design method employed aligns with the Angus (2014)

method, emphasizing the importance of critical analysis and synthesis in creating visually appealing promotional materials.

In summary, these literature reviews underscore the significance of explainer videos in addressing issues related to conventional and monotonous promotional media in various academic settings. The designers and researchers emphasize the importance of innovation, critical analysis, and effective synthesis in creating explainer videos that not only inform but also engage and positively influence the audience.

## 2. Research Methods



*Fig. 1 Advertising Campaign Design Method*

Outline design method of this study employs the Advertising Campaign Design method, referencing the course and ebook titled "Advertising: Selling in Today's World" authored by Brian Sheehan and Edward Russel. This method represents a novel approach within the strategic marketing media design process. The Advertising Campaign Design method comprises nine primary stages, as outlined by Sheehan and Russel (2020): Define the problem, Research, Objective and Strategy Development, Communication Brief, Media Planning and Buying, Creative Development, Production, Testing, and Running the Advertising and Evaluating Effectiveness. This method provides a structured and comprehensive approach to designing advertising campaigns, ensuring that each stage is carefully considered to achieve the desired marketing outcomes. The utilization of this method aims to enhance the effectiveness and strategic alignment of the advertising efforts in the context of the studied project.

### 2.1 Analysis

The data analysis conducted in this design employs descriptive analysis, involving several key stages:

- **Metric Identification**  
Referring to the issue of the need for media to explain the product ecosystem, the identified metric is related to the product. The scope of this metric includes the problems addressed by the product and how the product's mechanisms resolve these issues.
- **Identification of Required Data**  
This process identifies the data needed for the product metric. Some of these data include information about the company, product description, target market conditions, and competitors.
- **Data Extraction**  
The data extraction process focuses on mining data from each category in-depth to discover correlations between each set of data. For company data, the extraction emphasizes the company overview, vision, and mission. Product data extraction aims to comprehensively understand the

product description. Meanwhile, in target market data extraction, the goal is to identify issues and trends in the target market. Finally, competitor data extraction is carried out to find solutions presented by competitors, their positioning, and how they communicate them.

- **Data Analysis**

The data analysis process aims to find correlations among the extracted data categories. This includes the relationship between the company's identity and the value they offer through their products, correlated with the gap between target market problems and competitor solutions and positioning. The interrelation of these four data categories produces results related to how the company can best communicate their positioning and the value of the product by leveraging the gap between target market issues that remain unresolved by competitor products.

## 2.2 Data Research

- **Interviews**

The interview conducted was related to data concerning the company and its products. The interviewees included Mr. Pamungkas Yoga Pudijanto BSEE, MS CompSci, acting as an investor and founder of Rakryan, Hudan Dardiri. S.Kom, serving as the COO of Rakryan, and Faisal Armas Fata S/Kom, serving as the CTO of Rakryan.

- **Observation**

Observation was carried out as a step in collecting external data about the company, such as the conditions of the target market and competitors. Observation of the target market aimed to discover problems, trends, and other psychographic aspects related to variables in the market choosing a product. Meanwhile, competitor observation was more focused on finding their differentiation and positioning. Therefore, the objects of competitor observation were more concentrated on how they communicate it to the market through platforms like websites, YouTube, social media such as Instagram, Twitter, LinkedIn, and others.

- **Document Study**

Document study is specifically aimed at understanding the product more deeply. This is done to discover the value proposition of the product related to the problems of the target market. Some documents studied include the Rakryan VET 2022 blueprint, product presentations, and marketing performance from August to December 2023.

## 2.3 Objective and Strategy Development

Based on the obtained and analyzed data, the positioning of Rakryan VET for two target markets has been designed. The positioning of the Rakryan VET brand that aligns with the conditions and competition in the IT vocational school market is defined as "A collaborative program ecosystem that assists SMK IT teachers in enhancing the relevance and efficiency of learning, as well as creating an enjoyable learning experience for students." Meanwhile, in the SME industry market, the positioning is described as "An inclusive and affordable talent scouting platform to discover potential IT talents from SMK."

Subsequently, these two positioning statements serve as the foundation for determining the brand persona of Rakryan VET, outlined as follows:

*Table. 1 Brand Persona of Rakryan VET*

| <i>Aspect</i>                   | <i>Value</i>                             |
|---------------------------------|--|
| <b>Brand Identity</b>           | Visionary                                |
| <b>Brand Language</b>           | Empowering                               |
| <b>Brand Tonal of Voice</b>     | Emphatic                                 |
| <b>Brand Personality Traits</b> | Transformative, Collaborative, Ecosystem |

## 2.4 Communication Brief

The positioning and brand persona developed in the preceding stages are further refined into a brand messaging framework, serving as the communication brief in this design. The following outlines the brand messaging framework that will serve as a reference in the design of the explainer video:

Table. 2 Brand Messaging Framework

| <i>Aspect</i>                      | <i>Value</i>  |
|------------------------------------|---|
| <b>Tagline</b>                     | "Reinvent Vocational Education in a Collaborative Way"  |
| <b>Value Proposition</b>           | Rakryan aims to realize an easy, sustainable, and mutually beneficial implementation of link and match for vocational schools (SMK) and companies. Rakryan believes that a maximal process will yield optimal results. Therefore, Rakryan strives to assist productive teachers in maximizing the learning process through a curriculum translated from industry needs, the enhancement of teacher competencies, simple, engaging, and easily understandable teaching materials, an enjoyable learning experience, personalized learning through technology and data, and objective assessment. With two years of objective learning process data, Rakryan VET also facilitates various companies in acquiring potential vocational school talents. |
| <b>Brand Communication Pillars</b> | <ul style="list-style-type: none"> <li>• Innovation to enhance the quality of the learning process</li> <li>• Data-driven approach</li> <li>• Collaborative ecosystem</li> </ul>  |

## 2.4 Design Process

### Media Planning

The design of the media flow, also known as the media pipeline, is conducted to determine other media formats besides the explainer video that can complement the primary media. The following presents an overview of the designed media pipeline:



Fig. 2 Media Pipeline

# Creative Development

The Creative Development process commences with the development of the brand storytelling framework as the foundation for script composition. The following outlines the design of the brand storytelling framework:

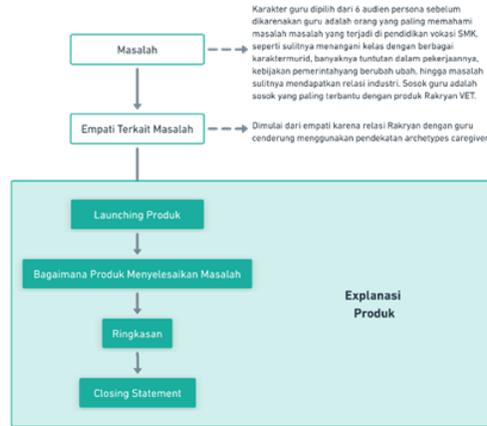


Fig. 3 Brand Storytelling Framework

This brand storytelling framework is subsequently evolved into the script for the explainer video as follows:

| No | Bagian                                 | Naskah  |
|----|--|---|
| 1  | Premis Masalah                         | MENGAJAR DI SMK / TERU LAMA DI JURUSAN TERKAIT INDUSTRI DIGITAL/ BISA JADI HAL YANG PENUH DENGAN TANTANGAN //   |
| 2  | Empati terkait Masalah                 | PERKEMBANGAN TEKNOLOGI YANG CEPAT / KEBUTULAN KOMPETENSI TALENTA YANG MAKIN SPESIFIK / MENUNTUT SMK UNTUK TERUS MENGEMBANGKAN KURIKULUM DAN METODE PEMBELAJARANNYA AGAR TETAP RELEVAN//<br><br>DAN SEBAGIAN BESAR HAL INI BERTUMPU // PADA GURU // PELATIHAN DAN SINKRONISASI KURIKULUM GURU / DITUNTUT TERUS UPDATE DENGAN KOMPETENSI YANG DI BUTUHKAN INDUSTRI // DISAAT YANG SAMA MERKA HARUS MEMPELAJARI ILMU ATAU TEKNOLOGI BARU TERSEBUT / MEMBUAT BAHAN AJARNYA SENDIRI / MENGAJAR SEILARIAN DI KELAS // DAN ITU BELUM TERMASUK BERBAGAI TUGAS ADMINISTRATIF LAINNYA//<br><br>HAMPIR MUSTAHIL MELAKUKAN SEMUANYA SENDIRIAN // BERHARAP HASIL YANG OPTIMAL / KETIKA TERLALU BANYAK HAL YANG MENDIRISTRASI FOKUS GURU / DARI SISWANYA //   |
| 3  | Launching Produk                       | OLEH KARENA ITU RAKRYAN VET HADIR // MEMBANTU GURU MENGHADIRKAN PEMBELAJARAN YANG BERORIENTASI PADA SISWA //<br><br>LAYANAN YANG MENYEDIAKAN KURIKULUM INDUSTRI / BAHAN AJAR SIAP PAKAI // PELATIHAN / SISTEM BELAJAR EFEKTIF / SERTIFIKASI INDUSTRI / HINGGA PLATFORM //   |
| 5  | Bagaimana produk menyelesaikan masalah | YANG MEMUNGKINKAN LULUSAN DAN INDUSTRI / UNTUK SALING BERTEMU // SEMUANYA / DALAM SATU PROGRAM //<br><br>BERBAGAI PILIHAN KURIKULUM DI RAKRYAN VET / DIBANCANG BERDASARKAN RISET YANG BERKELANJUTAN / PADA PROFESI PROFESI SPESIFIK YANG DI BUTUHKAN INDUSTRI DIGITAL SAAT INI / DAN SMK / BISA MEMILIH SENDIRI KURIKULUMNYA SESUAI DENGAN TARGET KOMPETENSI LULUSANNYA // ARAH PEMBELAJARAN YANG JELAS / SPESIALISASI KEAHLIAN //<br><br>DENGAN RAKRYAN VET/ KINI GURU TIDAK LAGI HARUS MERANCANG SEMUANYA SENDIRIAN // BAHAN AJAR / MULAI DARI VIDEO / MODUL / KUIS / DAN STUDI KASUS / TELAH DISIAPKAN UNTUK MEMFASILITASI GURU DAN MEMBANTU SISWA MENCAPAI STANDAR KOMPETENSI INDUSTRI // SEMUANYA / DAPAT DIAKSES MELALUI PLATFORM PEMBELAJARAN RAKRYAN LEARNING //<br><br>DILENGKAPI DENGAN FITUR MONITORING BELAJAR SISWA / YANG TERHUBUNG DENGAN FITUR ABSENSI KELAS / RAKRYAN LEARNING MEMBANTU MENGOTOMASI PENERAPAN FLIPPED CLASSROOM / SEBUAH METODE PENERAPAN BLENDED LEARNING SYSTEM / DIMANA SISWA BELAJAR DULU MATERI YANG AKAN DIBALAS / SEBELUM MASUK KELAS // SEBUAH METODE YANG MEMUNGKINKAN KELAS MENJADI RUANG YANG AKTIF / INTERAKTIF / DAN EKSPLORATIF // TEMPAT SISWA BERDISKUSI / BERKONSULTASI / DAN MENGASAH KOMPETENSI / DENGAN MEMECAIKAN BERBAGAI STUDI KASUS YANG TELAH DISEDIAKAN // |

Fig. 4 Snippet of Video Explainer's Script

In addition to creative development in terms of media messaging, there is also a concurrent creative development process on the visual aspect of the media. The visual design process commences with a mind-mapping procedure to identify keywords aligned with the brand persona and brand messaging framework. Referring to the keywords generated during the mind-mapping process, a suitable visual concept is then formulated. The visual concept successfully developed through this process is the "simple adventure game concept with appealing visuals using soft colors, geometric shapes, and hexagonal key visuals." The visual representation of this concept can be observed as follows:



Fig. 5 Moodboard as Visual Representation of the Concept

The visual concept and moodboard above serve as the primary reference in the subsequent process, namely the brainstorming of explainer video characters. This process aims to explore visual possibilities for explainer video characters that synchronize with the visual concept. The following presents the results of the conducted brainstorming:



Fig. 6 Character Exploration for The Video Explainer

Based on the design options obtained during the brainstorming stage, one design is selected for its attractiveness and representation of the visual concept. This design is then finalized as follows:

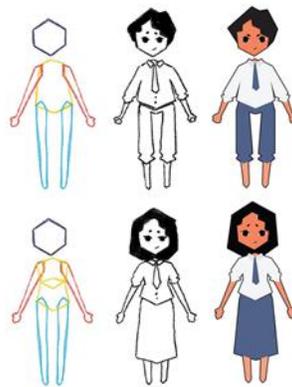


Fig. 7 Character Design of Video Explainer

The last pre-production process involves creating a storyboard, illustrating a sequence of scenes from the video production plan. The following presents the created storyboard:

| Visual | Deskripsi  | Naskah   | Durasi |  |  |   |
|--------|--|--|--------|--|--|---|
|        | <b>Movement :</b> Kamera Track in accordance kaca menunjukkan guru sedang mengajar<br><b>End transition :</b> Crab right   | MENGAJAR DI SMK / TERUTAMA DI JURUSAN TERKAIT INDUSTRI DIGITAL/ BISA JADI HAL YANG PENUH DENGAN TANTANGAN // | 9"     |  | <b>Movement :</b> Kamera zoom out cepat, memperlihatkan guru sedang melakukan riset, kemudian muncul 2 balon tambahan, yang menunjukkan perhatian guru<br><b>End transition :</b> Zoom in ke muka guru | MESUNTUT SMK UNTUK TERUS MENGEMBANGKAN KURKULUM DAN METODE PEMBELAJARANNYA AGAR TETAP RELEVAN//<br>DAN SEBAGIAN BESAR HAL INI BERTUMPU // |
|        | <b>Movement :</b> Kamera Crab right cepat memberi kesan akselerasi, hingga menarik background putih (efek tabakan) dan kecepatan memutar kemudian konstan<br><b>End transition :</b> Crab right lambat | PERKEMBANGAN TEKNOLOGI YANG CEPAT /  | 4"     |  | <b>Movement :</b> Kamera slide circular dan zoom in di saat bersamaan menepikan posisi guru yang sejalan<br><b>End transition :</b> Reveal dengan masuk  | PADA GURU //  |
|        | <b>Movement :</b> Kamera Crab right ease out dan zoom out ease in menunjukkan banyak sekali perubahan spesialisasi keahlian di dunia industri  | KEBUTUHAN KOMPETENSI TALENTA YANG MAKIN SPESIFIK /   | 4"     |  | <b>Movement :</b> Reveal dengan masuk 2 balon di samping, dan guru melihatnya<br><b>End transition :</b> Slide dan berputar menghasilkan grafik garis  | PELATIHAN DAN SINERKONISASI KURKULUM GURU   |

Fig. 8 Snippet of Video Explainer's Storyboard



The trial of the explainer video was conducted using a validation method. There were three validators involved: Pamungkas Yoga Pudijanto, BSEE, MS CompSci, as an investor of Rakryan; Hudan Dardiri, S.Kom, as the Chief Operational Officer of Rakryan; and Faisal Armas Fatah, S.Kom, as the Chief Technology Officer of Rakryan. Referring to the trial results, it can be concluded that the use of the explainer video on Rakryan's landing page is capable of enhancing the audience's understanding of the Rakryan VET service ecosystem. The explainer video is both captivating and easily comprehensible. Lastly, the explainer video also has a positive impact on Rakryan's image

#### **4. Conclusions**

The design of the Rakryan VET explainer video resulted in the creation of a primary medium, the explainer video, along with several supporting media capable of providing a comprehensive understanding of the Rakryan VET program. Additionally, this design encompassed various branding aspects such as positioning, brand persona, brand messaging framework, visual concept, and character design. These elements can be further developed to meet Rakryan's future needs. Some key considerations include:

- **Utilization of Brand Persona and Brand Messaging Framework:**  
Brand persona and brand messaging framework serve as foundational elements in the development of the brand communication strategy. These elements guide the creation of a cohesive and effective communication plan for Rakryan VET.
- **Incorporation of Design Aspects in UI/UX Development:**  
Design elements, including shape, color, typography, and character design, were applied in the development of the User Interface/User Experience (UI/UX) for the Rakryan VET learning management system. These aspects were strategically considered to enhance the visual appeal, usability, and overall user experience of the platform.
- **Application of Design Aspects in Communication Media:**  
The design elements, such as shape, color, typography, and character design, were integrated into the development of communication media for various platforms, including social media. This ensures a consistent and visually appealing brand representation across different communication channels.

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