

# ANIMATION VIDEO DESIGN AS PROMOTION FOR NATURE SCHOOL AS HABITUATION OF GREEN LIFESTYLE

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## ABSTRACT

This article explains the creation of an animated video design to promote a nature school. Conducted in two stages, the method used to process data is the promotion mix, in the form of deepening the marketing 7Ps mix model representing: product, price, promotion, place, people, physical evidence, and processes. Need to tell readers what 7 P is about. Meanwhile, the creation of the work uses art-based research for capturing activities in the nature school environment to become an animated video design based on informal education, has a passion for raising students' awareness of green lifestyles. Currently, it is still constrained by the number of participants registered. Meanwhile, the various activities carried out involve the surrounding nature and are directed to produce works and activities for students. The result is an animated video design that is able to provide an overview of the positive activities in school. In conclusion, this video will attract potential applicants to continue becoming students and reinforce a green lifestyle.

**Keywords:** animation; video design; promotion; nature school; green lifestyle

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## INTRODUCTION

Animation is described as the use of animated, often drawn or simulative, moving objects (Feeley et al., 2022). Researchers Aisyiah, Wowor, and Ahufruan found increased awareness of dengue fever symptoms in videos promoting healthy living (Aisyiah et al., 2021). The correct media will welcome simple messages and can make complex concepts seem more concrete (Adri et al., 2020). Video animation can provide information on a certain event to make it

easier for the viewer to understand the message within. After customizing several imaginative business scenarios so that each one suddenly discloses a brand, it fractures the advertising message. This gives generic advertising a little humor and unintentionally encourages people to accept it (Karmarkar and Yoon, 2016). Culture, formed from emotion and focused on pursuing psychological needs and personality, is the foundation of an intelligent marketing strategy (Han et al., 2022).

Sekolah Alam Binangkit or Sabangkit was

established in January 2019 by the head of the Youth Organization Guntur Hermawan in Jayapura Village RT 11 RW 04, Cigalontang District Tasikmalaya Regency near the Mosque and Madrasah Al-Hikmah. Sabangkit is a place for villagers to process by sharing insights into knowledge and skills by utilizing nature as a medium for learning (Kurniadi, 2022). The idea of establishing a nature school was inspired by the school established by Lendo Novo through the Alam Semesta Foundation. The Qur'an, Hadith, and the life of the Prophet Muhammad all inspired the natural school's overall philosophy (Listiwati, 2013). The function and role of Sekolah Alam Binangkit is to encourage participation, facilitate, and bridge between communities interested in learning with individual or institutional facilitators who will share experiences, expertise, and knowledge with the principle of volunteers. The school's method is based on experience in the form of research by means of observation and experimentation, continuing to apply the results of the research (Kurniadi, 2022). The proprietor claims that the school is still restricted by a dearth of devotees, particularly when compared to the school's capacity (Hermawan, 2022). As an overview, Students are given a waste-related environmental problem, and as a result, they learn about different forms of waste, processing techniques, goods made from waste, waste-related companies, and even how the economy is affected by the waste problem. This experience is expected to have an impact on students' attitudes and actions when dealing with issues or problems in the surrounding environment. The growing student body will further reinforce the habit of living sustainably so that they can disseminate it at home. As a result, efforts must be taken to spread the word about this nature school.

According to Buchari Alma promotion is a method of communication that informs potential buyers about a product in order to pique their interest and help them make a purchase (Buchari, 2016). Meanwhile, according to Djaslim Saladin and Yevis Marty Oesman that promotion is the dissemination of information between a seller and a customer with the goal of altering the attitudes and behaviours of consumers who were not previously aware of the product in order to make them consumers and help them

remember (Yevis, 2002). Mulyana stated that According to their goals, the functions and purposes of promotion could be divided into two categories: informative advertising, which strives to inform (to inform), and promotional activities that create initial consumer demand, which is typically utilized during the product introduction stage (Mulyana, 2019). As a product starts to face competition, persuasive advertising, which seeks to persuade (to persuade) or to build selective consumer demand relative to certain brands, is frequently utilized. Advertising that serves as a reminder (to remember) is frequently employed at the mature stage. Studies of creativity have shown that idea generation within groups produces fewer novel ideas. By building on the existing brain sketching technique, which promotes idea sharing during sketching, by adding context cards into the process (Paay et al., 2023).

## LITERATURE REVIEW

### Learning Process in Nature School

The nature school concept emerged based on Froebel's idea that a kindergarten is a 'garden for children', designed so that children could act out and play in the real world. (Chung and Walsh, 2000). Froebel believed in connectedness between all living things and emphasised the importance of children being in contact with nature (Tovey, 2007). Currently, the conventional school concept limits student activities to a closed space. In Supriyoko's research, Nisa, Uktolseja explained that children's knowledgeability is not in line with communication skills, attitude of shame or lack of confidence, and weak skills in reading and writing (Uktolseja, 2022). Nature schools provide opportunities for children to be able to explore. The value of studying outside has long been recognized in educational studies, there has recently been a resurgence of curiosity on how exposure to nature affects children's growth and welfare (Egan et al., 2011).

The nature school concept is adopted in several countries, including Ireland, Iran and the UK. For example, the existence of nature schools in Iran is based on the fact that urban areas as a result of modernization, do not effectively support child presence and activities (Burns and Manouchehri, 2021). Burns and Manouchehri also stated Mansouri & Ghare Bigloo research about Iranian

children of today lack the necessary exposure to open metropolitan spaces (Burns and Manouchehri, 2021). Due to the capital's and other major cities' high air pollution levels, declining urban green spaces brought on by land use change, and water shortages, schools have been forced to close (Staff, 2017; Novo, 2019). The school opened its doors in 2014 with assistance from the Department of Education as the first step in creating a model for Environment Schools across Iran. Instead, spaces and platforms for children to create and communicate their tales are practically included in nature schools (Burns and Manouchehri, 2021). Research conducted by Nugroho shows that biophilic architecture, with its emphasis on natural features and greenery, is the primary influence in determining the standard of kid-friendly open spaces (Nugroho, 2021). This prompted the establishment of Sekolah Alam Binangkit.

### 7P Marketing Mix to Understand Product

The promotion used in this research is implementing the marketing mix theory. The model used is 7P. According to Agic, Cinjarevic, Kurtovic, & Cicic, marketing strategy is connected to developing a marketing mix that enables a corporation to fulfill its goals in the targeted market (Agić, 2016). According to Kushwaha and Agrawal, customer-oriented personnel try to demonstrate personal attention, interpersonal care, civility, and quick behaviour (Kushwaha, 2015; Jain and Jain, 2022). The marketing mix, commonly known as the 7 Ps of marketing, was implemented to implement market-related tactics. Thus, the 7 P's are this direct link from the marketing area (price, place, product, promotion, process, people, and physical evidence). Marketers can create a successful marketing strategy for the company using these factors (Kotler and Armstrong, 2010). An appropriate methodology should be used in the examination of the criteria in order to achieve these goals.

### METHODOLOGY

The data collection technique is carried out by means of in-depth interviews, namely asking general questions and then being explored and developed when the interviewee provides answers and is further explored

when conducting subsequent interviews (Afrizal, 2019). This research is an implementation of descriptive, art-based research (ABR). The nature of this research is descriptive, considering that the data obtained will then be created into a video work. The data collected is based on observation to the school location and personal communication with the owner and manager of Sekolah Alam Binangkit. Furthermore, these data were converted through the 7P promotion mix method (product, price, place, promotion, people, physical evidence, and process). The data obtained from this stage is related to understanding the condition of the school from the perspective of the owner and manager. Especially when dealing with challenges in the surrounding environment, namely public trust in the benefits of school for children.

After recognizing the necessity of promotion, it was further investigated utilizing the AISAS approach created by Japanese IMC (Integrated Marketing Communication) organizations. Given the high number of social media users, this method prioritizes a horizontal approach (Sugiyama & Andree, 2011). Understanding Dentsu's IMC strategy requires a deeper understanding of the ideal consumer. Next, rather than focusing only on delivery reach or frequency, the quality of consumer engagement is recognized. The next step is to develop communication techniques in the form of hypothetical situations that encourage customers to freely inquire about, purchase, and recommend the product to other customers. Lastly, a comprehensive grasp of customer and product relationships (contact points).

The explanation of the creation of the animated promotional video is represented by a communication clarification in the form of copywriting (Purwaningwulan & Ramdan, 2022). Visual ideas refer to the target audience's demographic, geographic, and psychographic conditions. Ideas are developed through the storyline and storyboard (Surya & Efrianto, 2022). Visual ideas refer to the flat design style. According to the fundamentals of flat design, the computer screen is a self-contained, two-dimensional digital environment with no room for replicas of

three-dimensional items from the real world (Banga, 2014).

## RESULTS AND DISCUSSION

This research produced output in the form of 2D animated video work. The video narrative emphasizes word-of-mouth persuasion. A target audience is a group of mothers who want their children to have a good experience. The emphasis on persuasion is depicted from mouth to mouth. It tells the story of a child who wants to join a jaipong dance class after seeing one of her friends practicing jaipong. After getting information from one of the locals, the child can join the jaipong dance class at Sekolah Alam Binangkit. The animated video inserted with the promotion is a way to instill in the target audience's minds, namely prospective students (Warlina et al., 2022). The discussion of the marketing mix concept using the 7Ps is based on observation and personal communication with the owner and management of Sekolah Alam Binangkit. The explanation is as follows:

### 1. Product

Sekolah Alam Binangkit is one of the programs produced by Karang Taruna Siaga Muda Jayapura Village, Cigalontang District, Tasikmalaya Regency which was initiated in November 2019. It was established with the aim of realizing ecotourism that can improve the standard of living of the village community. The number of students participating in the Binangkit Nature School is 51 people consisting of three categories, including children ranging in age from 5 - 11 years totaling 15 people. Early adolescents, 12 - 16 years, totaling 16 people, and late adolescents, 17 - 25 years totaling 20 people. But here the division is random so that all can feel all types of classes in this natural school because children need the formation of experience and mental strength to adapt to others. The program at this school includes 5 categories: waste processing, angklung art, Jaipongan, kaulinan lembur, and coffee shop classes.

### 2. Price

Sekolah Alam Binangkit is currently free of charge. However, contrary to the school's

spirit, students tend to neglect the program and become undisciplined. For this reason, it is necessary to revise financing in the form of transactions by exchanging goods for services or nominal money for services.

### 3. Place

Sekolah Alam Binangkit is located in Cigalontang Village RT 11 RW 04 Jayapura Village, Cigalontang District, near the Al-Hikmah Mosque and Madrasah. The venue is a large open field accommodating 100-200 people. The location is easily accessible because it is next to the main road. However, its location makes it difficult for prospective students to get to the school (Figure 1).



**Figure 1.** Dance class in Sekolah Alam Binangkit

### 4. Promotion

The media used by Sekolah Alam Binangkit so far is still from Instagram media and still focuses on the local community around school. The Instagram media used is still personal, so it is easily buried by information from other products. So, it is necessary to carry out more intensive promotional activities and target a wider market (Rahayu & Sari, 2022).

### 5. People

Guntur Hermawan manages Sekolah Alam Binangkit as founder and leader of the School, Ulfa as secretary, Bisma Hikmah Kurniadi as Event Organizer, Vina Ismi Octaviani as Event Organizer, Agus Setiawan, and Muhammad Fadil as food division. The manager emphasizes the ability of all elements within this school to be

able to contribute to the environment. There is good cooperation between caregivers and students.

## 6. Physical Evidence

The latest physical evidence is gamelan equipment and the construction of a food business unit, a coffee class to learn new knowledge and the school area's structure.

## 7. Process

Sekolah Alam Binangkit is certainly different in the learning process because it is adapted to focus on learning Sundanese customs or culture. It means that all types of activities in nature schools tend to focus on Sundanese cultures, such as angklung, pencak silat, and jaipong. The student learning process is made effective because there is a more direct practice to facilitate student understanding. This learning is the core of the educational process because the output quality also depends on the process (Figure 2).



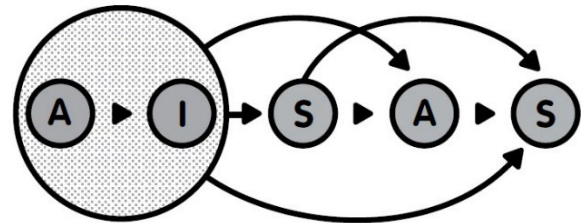
**Figure 2.** Implementation of Coffee class

Based on the conditions described, the main problem is that the number of students is slow to increase and tends to be undisciplined, and the promotional materials are static. So, it is necessary to make efforts to improve it. The creation of a promotional animation video is based on the following considerations:

1. The primary target audience is parents aged 26-40 years old, who have children.
2. The secondary target audience is children aged 5-11 years old, which is the smallest group in the school

3. Geographical target is the people of Tasikmalaya and the surrounding areas
4. Psychographic ally, the intended target audience is children who tend to be active, have more curiosity about something in the surrounding environment, and also children who have the ability to understand quickly in the field of art. The psychological condition of children aged 5-11 is a period where children tend to be active, interested and happy with new things, and able to express various emotions (Erikson, 2010).

Looking at the conditions school managers face, in realizing the promotion using the Dentsu strategy, in the form of AISAS (Attention, Interest, Search, Action, Sharing). This method is comprehensive to meet modern consumer behavior and simultaneously serves as a model that represents the real world. The principle is to capture the hearts of consumers at each stage of AISAS (Sugiyama & Andree, 2011). Interestingly, these linearly organized stages can be implemented non-linearly (see Figure 3).



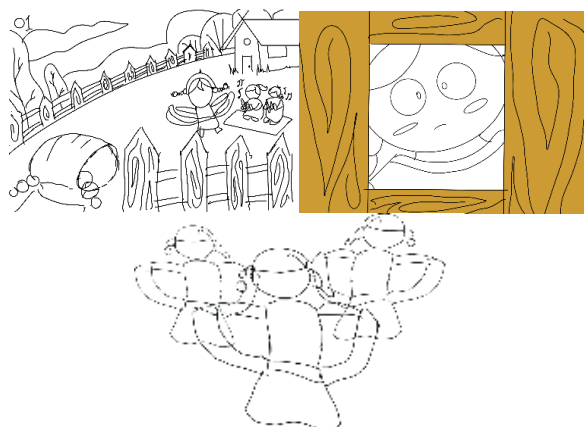
**Figure 3.** AISAS as a non-linear model

Source: (Sugiyama & Andree, 2011)

This article explains the deepening and creation of works at the attention and interest stages, leading to action. The solution includes a message and visual concepts. The message concept refers to the presence of copywriting in work. Copywriting has Headlines, Sub headlines, Tag lines, Jingles, TV commercial scripts, Body copy, Slogans, and Direct mailers (Bisoyi, Barua, Guha, 2013). The copywriter's goal is to get the consumer's attention, generate interest in the brand, and then build reliability for the brand's claims (Bisoyi, Barua, Guha, 2013). Sabangkit wants to achieve the objectives: (1) Informing the culture learned in the nature school, (2) Playing while learning activities at Sekolah Alam Binangkit. The message used is a slogan, short and pointedly focused. They reduce an advertising message strategy to a brief, repeatable, memorable positioning statement (Bisoyi, Barua,

Guha, 2013). The slogan used is "Grow like a tree with the horizon of the world". The word "tree" represents nature, given that this slogan is related to the existence of a nature school. As well as the student's experience of being in a natural environment. The words "horizon and world" illustrate that everyone involved in the mini-school becomes part of the world. Gaining experience to become someone who contributes to nature.

The concept of the work is a 2D animated video advertisement. The initial concept is built in two aspects: storytelling, which has been compiled into a storyline and storyboard. Several studies have suggested that increased viewer involvement in a story can make the story more persuasive (Huang and Grant, 2020). The storyline arrangement is organized into 11 parts, broadly outlining the lure to prospective students. There are 3 characters who have direct involvement with the school and 2 characters who are interested in attending a nature school. The storyline arrangement involves roles and is completed with music notes and situations. After the storyline is completed, it is transferred into a storyboard. The decision to use the storyboard was to elicit authentic and raw information in its original form from the learners in a non-threatening and fun way where language barriers were not assessed (Ayob and Omidire, 2021). Furthermore, the example of video storyboard is explained in figure 4.



**Figure 4.** Example of storyboard drawing  
Source: Author's work

The depiction in this section is shown through a child named Yanti, who is interested in listening to gamelan music. Yanti notices her friend playing wayang golek and dancing. Yanti's

curiosity becomes a visual translation into the implementation of the attention stage. The idea of depicting Yanti refers to her appearance after becoming a student at Sekolah Alam Binangkit (see Figure 5). Meanwhile, the mother character is a visual interpretation of a mother whose child is a student (see Figure 6).



**Figure 5.** Students in Sabangkit and character's interpretation of Yanti  
Source: Autor's work



**Figure 6.** Parents who accompany their children in Sabangkit and the character's interpretation of the mother  
Source: Author's work

Children who have become students wear kebaya, cloth, and a shawl. For the visual interpretation of the character, she is depicted using a shawl (see Figure 5).

This video is 3 minutes long, in Mp4 format, with an HD (High Definition) resolution of 1280

x 720 pixels. Screenshots of Sekolah Alam Binangkit's promotional animation video can be seen in Figure 7.



**Figure 7.** Yanti with her mom and her mother gaining information from another mother

Source: Author's work

Figure 7 is the scene as seen in storyboard part 4. Two characters are talking, Yanti and her mother. Figure 7 shows the storyboard's realization when Yanti's mother seeks information from another mother whose child is already a student at Sekolah Alam Binangkit. The benefits of attending a natural school are covered in the interest stage, is accomplished via word of mouth. This animated promotional video emphasizes the value of experience that needs to be shared with others. Hopefully, this video will foster the desire to enjoy the experience of blending in with nature at Sekolah Alam Binangkit.

## CONCLUSION

This animated video is the implementation of Sekolah Alam Binangkit promotion. It emphasizes the attention and interest stages that lead to word of mouth so that consumers take action in the form of registering at Sekolah Alam Binangkit. The format of the 2D animated video gives an insight into the joy of learning at Sekolah Alam Binangkit. This short video shows two of the

many activities at the nature school, traditional Sundanese dancing and angklung playing. These two activities are part of the Sundanese culture. A section shows how to find information and register for the nature school. Hopefully, this animated video will create a desire to learn to love nature while familiarizing oneself with Sundanese culture-based activities. The image given is the excitement of being part of the nature school.

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