

IMPROVING VISUAL LAYOUT CAPABILITIES WASTE RECYCLING DISTRO USING PORTABLE STUDIO BOX MEDIA

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Abstract: The rise of marketing a product using social media such as Facebook and Instagram help small businesses to find potential consumers to attract as many people as possible to buy. Facebook and Instagram are relevant with the target for the product or service being sold. The results of the photo products are very influential. The more attractive the product photos presented, the more consumer will buy the product, conversely if the content is not attractive, the consumer will not be interested in buying it. The abilities possessed by employees of the current waste recycling distro can be said to be inadequate. It can be seen from the results of photo products that are displayed on the online media that they are currently using. Knowledge of layout and use of media to place the product to be photographed is necessary. Improvements the results of product photos become even more attractive. Capacity-building activities were carried out using an approach, namely the method of skills training activities in the form of training on visual layout and training on how to take product photos using portable studio box media. The initial stage of implementing the activity was making a tool in the form of a photo studio box as a medium for placing products, then training activities were carried out at the recycling distro marketing office for 2 consecutive days. As well as the mentoring and monitoring methods are carried out after the implementation of the training until the community service activities are completed at the time of the final reporting of the activity. The result of implementing this activity is an increase the knowledge and skills for waste recycling distribution employees whose results can be seen directly through the photos of products offered on social media that are currently used.

Keywords: *Photography Product, Layout, Portable studio box, Training, Mentoring*

Introduction

Waste Recycling Distro is one of the services selling products made from recycled packaging waste. A supplier of these products is the "Rejeki Lancar" waste bank group which is located at Jalan Kumbangmoro II RT 03, RW 03 Danukusuman Serengan Surakarta, which was formed in 2016. At the same time, the waste recycling distribution center was established by Mr. Aris Joko Saraswo as owner.

At the beginning of marketing the product only through word-of-mouth marketing. After three years of running, to be precise, in December 2019, the Recycle distribution began using social media to carry out sales services, namely through social media Facebook and, Instagram. (Interview, Aris Joko Saraswo, 17 May 2022).

The increasing use of social media that can be accessed from smartphones makes it

easier for sales services wherever they are, one of which is a waste recycling distro. The advantage of marketing using social media is that sellers do not always have direct contact with buyers.

Marketing through social media, especially Facebook and Instagram for waste recycling distro, has provided a significant increase in sales, this can be seen from the increasing average turnover of up to 100% every month for 3 consecutive months, until March 2020 the pandemic started to enter Indonesia. As long as the pandemic occurred in Indonesia, which lasted from the beginning of March 2020 until now in January 2022 which is the third wave of the pandemic, the waste recycling distributors also directly felt the effect.

Aris Joko Saraswo in an interview said:

"At the end of the second wave of the pandemic, income actually started to increase, but the pictures of the products we offer on social media are not visible in detail, sometimes consumers ask to be photographed again in detail so that they are sure the product they are buying is the same as the original.

Our products are products that use recycled packaging materials, sometimes the color of the material is slightly different, while our technique for taking product photos is still relatively simple, we only use mobile phones and we only place the product on a chair or on a table with a mat and other ornaments which is simple, so the results sometimes look untidy and look full" (Surakarta, May 17th 2022)

The layout of the product and its supporting elements as well as the media or the place where the product is placed turns out to affect the condition of the product photos produced, the human resources currently available at the waste recycling distribution center are less qualified, lack of knowledge about how to produce attractive product photos, due to the level of employee education Trash recycling distro only up to high school level or equivalent. (Interview, Wida, May 17th 2022)



Figure 1. Layout Photo of waste recycling distribution products currently available on Facebook social media

The problem currently being experienced from the results of the situation analysis through interviews with the above partners is the low quality of community resources who join as employees at the waste recycling distribution on how to produce attractive and detailed product photos.

The training that will be carried out later is expected to be able to increase the ability in the form of knowledge and skills of employees who are members of the waste recycling distro, after receiving training from the service team, participants still get assistance both directly at the location of the waste recycling distro marketing office and online with see the results of the training through online media Facebook and Instagram where recycling distros market their products

The Layout is the particular layout of several design elements in a field that uses certain media to support a concept or message, be it a product or work that the maker wants to convey. (Surianto Rustam, Layout, 2020).

Media or tools for placing products also affect the results of the resulting product photos, with the help of tools the results of the products we photograph can look like the original.

A mini photo studio or often referred to as a portable box studio is a media that is widely used for product photos, currently, many online stores use this media with the aim that the resulting photos will be more attractive. The more attractive the photos of the products produced directly, the consumers will be more interested in buying the products offered. (Ilesan Liang <https://www.infophotography.com/blog/2019/02/>)

Method

The initial stage of the service implementation method is the manufacture of a tool in the form of a portable studio box to support capacity-building activities, the development is carried out directly by the community service team. Two lecturers and 1 student take part in this activity. The capacity-building program is a program that is mutually agreed upon between the service team and the owner of the waste recycling distro. The implementation method used in this activity uses two approaches, namely: 1. The method of training activities is training on visual layout and training on how to take product photos using portable studio box media. 2. The next mentoring method: after conducting the training, the trainees are allowed to practice the results of the training, as long as this service program is still running, mentoring will be carried out continuously both in person at the recycling distro office location and online by looking at the photos marketed products. The training participants consisted of the owner and 5 employees of the recycling distribution, all participants attended training and mentoring, The training was conducted at the marketing office of the recycling distribution on Jl. Larasati 1 No.12 Serengan Surakarta Central Java, after attending the training all participants practiced the results of the training. As long as the recycling distribution is still standing, the implementation of this community partnership program will still be monitored for its sustainability, so that the service team can use it as an evaluation for further programs.

Results

This service activity begins with the manufacture of tools in the form of a portable studio box, there are 2 sizes made, namely 75x75 cm and 40x40cm.



Figure 2. Studio box size 75 cm x 75 cm
(Photo. Henny Tri Hastuti Hasana, July 2022)



Figure 3. Studio box size 40 cm x 40 cm
(Photo. Henny Tri Hastuti Hasana, July 2022)

The training activities were held on Tuesday, August 23rd 2022, the problem that arose was determining when to carry out the training activities. This is motivated by the activities of the service team which are quite solid both teaching, and guiding students, and others. as well as being constrained by the incomplete number of participants and concurrent with the activities of celebrating the 77th anniversary of the Republic of

Indonesia's independence.

However, this can be overcome by mutual agreement between the service team and partners. After the training, mentoring is carried out both directly by coming to the partner's location and by using a communication tool in the form of a smartphone using the WhatsApp application.

Beginning with knowledge of the layout and supporting elements in the layout of a product as well as, the introduction of portable studio box media and its application is one of the capacity building activities, the use of technology that will support the improvement of the skills of waste recycling distro employees is carried out after an increase in knowledge. Lack of understanding of the existence of media tools as a support to produce product photos that are more attractive and in accordance with actual conditions.

The activity of the community service tries to give participants skills on how to use decorative elements and tools for media to place the product to be photographed. The tool is a portable media studio box measuring 75cm x 75cm

After the capacity-building activity, both knowledge and skills, the participants receive direct assistance and monitoring through online media used by partners or directly at the location where the partners are located until this community service activity ends, namely at the final reporting stage of community partnership service activities.

Discussion

The main material provided in the training is in the form of theory and hands-on practice, related to the increased ability to adhere to the layout of a product to be photographed. This includes:

1. Backgrounds

Choosing the right background color, in addition to making buyers focus on the product, also makes it easier when doing the editing process. For removing unwanted parts and changing the background color, you can use a white background, another light color, or use a color that matches the product theme.

2. Set the product layout

After finishing setting the background, it's time to arrange the product. Setting the product seems easy, but it's not that easy, you have to make sure the product gets the right lighting, position, and angle.

Place the product in front of the background, making sure it is centered and on a flat or stable surface. You can also add accessories or other supporting properties to make the product look more attractive. But, don't overdo it so that buyers stay focused on the product.

3. Adjust the lighting

Lighting is an important factor that can change the mood and effect of a photo. Utilizing 2 sources of light, namely natural light (sunlight) and artificial light. Taking product photos outdoors to get maximum sunlight. It is better to take product photos in the morning and evening. However, if you take a product photo indoors, use a light placed on the ceiling of the studio box.



Figure 4. Training on layout and taking photo products
(Photo. Henny Tri Hastuti Hasana, August 2022)



Figure 5. Assistance after the training layout and photo products taking
(Photo. Henny Tri Hastuti Hasana, August 2022)

Conclusion

Community Service activities carried out at the recycling distribution marketing office, namely training on the layout of recycled products that are marketed on social media as well as mentoring the results of the training, have an impact on increasing the ability of employees to arrange products properly so that products can be seen clearly and in detail. Taking into account the great interest of the employees, in order to further improve their skills in the process of taking product photos, it is suggested that further training activities be carried out in the future.

Confession

This community service program can be carried out thanks to financial support from Sahid Surakarta University through the Usahid Surakarta Research and Community Service

Institute, good cooperation from recycling distribution employees as partners facilitates the achievement of the goals of community service activities carried out as one of the tridarma activities in the University

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