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Visual Communication Strategy: The Effectiveness of Profile Videos in Enhancing Awareness and Institutional Image of Religious Education Foundations (A Case Study of Yusrotus Syafa'ah Al Yusfa Foundation)

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Abstract

The Yusrotus Syafa'ah Al Yusfa Foundation is a religious educational institution focusing on Qur'anic and tahfidz learning. Despite its active educational programs, the foundation experiences limited public exposure due to the absence of professionally designed visual communication media. This study aims to design, develop, and evaluate the effectiveness of a profile video as a strategic visual communication tool to increase public awareness and strengthen the institutional image. This research employs a Design and Development (D&D) approach, consisting of needs analysis, narrative and visual design, audiovisual production, and user-based evaluation. The product is a 4-minute-46-second profile video emphasizing emotional storytelling, cinematic visuals, and authentic documentation of institutional activities. The effectiveness of the video was evaluated through a post-test questionnaire administered to 17 respondents using a five-point Likert scale. The results indicate a satisfaction level of 92.2% (Very Satisfied category) and show that 88.9% of respondents gained new knowledge about the foundation after watching the video. These findings demonstrate that the developed profile video is highly effective in improving public awareness, enhancing message clarity, and strengthening the positive image and credibility of the institution. The study confirms that systematically designed audiovisual media can function not only as promotional tools but also as strategic visual

communication instruments for non-profit and religious educational organizations.

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1. Introduction

In the era of digital transformation, visual communication has become a central strategy for organizations in building public awareness, trust, and institutional image. The rapid growth of online platforms has shifted promotional practices from conventional print-based media to multimedia-based communication, particularly video, which combines visual, auditory, and narrative elements into a persuasive and emotionally engaging format [1], [2]. For educational and non-profit institutions, effective visual communication is not merely a promotional tool, but a strategic instrument to convey organizational values, social missions, and credibility to a wider audience [3], [4].

Previous studies have demonstrated that profile videos play a significant role in strengthening institutional branding and public perception. Research in educational marketing shows that audiovisual storytelling can enhance message comprehension, emotional involvement, and memory retention compared to text-based communication [5], [6]. In the context of non-profit organizations, visual narratives have been proven to increase audience engagement, trust, and willingness to support institutional programs [7], [8]. Furthermore, cinematic techniques, such as shot composition, color grading, music, and voice-over, contribute to the construction of a professional and trustworthy image, which is crucial for organizations that rely on public legitimacy and social recognition [9].

Several scholars have examined the effectiveness of video-based communication in promoting schools and higher education institutions [10], [11]. These studies generally employed survey or experimental methods to measure audience perception, brand awareness, and attitude change after exposure to promotional videos. Other works focused on digital branding strategies of religious and community-based organizations, highlighting the importance of emotional storytelling and authenticity in conveying moral and educational values [12], [13]. However, most of these studies emphasize the evaluation of existing media, while limited attention has been given to the systematic process of designing and developing profile videos as communication products using a structured research and development framework.

From a theoretical perspective, visual communication is closely related to semiotics, where meaning is constructed through signs, symbols, and narrative structures. Previous research by the authors, entitled "Analisis Semiotika pada Desain Kemasan 'AirAlam'" [14], revealed that visual elements, color symbolism, and compositional structures significantly influence audience interpretation and brand image formation. This semiotic perspective provides a conceptual foundation for the present study, in which moving images, visual symbols, and narrative sequencing in profile videos are assumed to play a critical role in shaping public perception of institutional identity and credibility.

In terms of methodology, various approaches such as experimental design, survey research, and traditional R&D models have been widely used to assess media effectiveness [10], [11], [15]. Nevertheless, fewer studies employ the Design and

Development (D&D) research approach, which integrates systematic needs analysis, product design, development, and empirical evaluation into a single coherent framework [16]. D&D is particularly relevant for media-based research because it not only measures effectiveness but also documents the creative and technical processes that lead to the production of a valid and usable communication product.

A specific research gap can be identified in three aspects. First, there is a lack of studies focusing on the development and evaluation of profile videos for non-profit religious education institutions, particularly Quran memorization (tahfidz) foundations. Second, existing studies tend to emphasize marketing outcomes without deeply analyzing the role of visual communication strategies and narrative construction in building institutional image and trust. Third, the application of the D&D research model in the context of promotional video production for religious educational organizations remains limited.

To address these gaps, this study aims to design, develop, and evaluate a profile video for the Yusrotus Syafa'ah Al Yusfa Foundation, a non-profit religious education institution specializing in Al-Qur'an and tahfidz education. The research seeks to (1) formulate a visual communication strategy based on narrative, cinematic, and semiotic principles; (2) develop a profile video using the Design and Development (D&D) research framework; and (3) empirically examine its effectiveness in increasing public awareness and strengthening the positive image of the foundation.

The expected contributions of this study are twofold. Theoretically, it enriches the body of knowledge on visual communication and non-profit branding by integrating semiotic analysis, narrative design, and D&D methodology in the context of profile video production. Practically, it provides a model and reference for religious and educational institutions in developing effective visual promotional media that can enhance public literacy, trust, and institutional image in the digital era.

2. Methods

This study employed a Design and Development (D&D) research approach to systematically design, produce, and evaluate a visual communication product in the form of an institutional profile video. According to Richey and Klein [4], D&D research focuses on the development of instructional and non-instructional products through iterative processes of analysis, design, development, and evaluation, with the objective of generating both a valid product and empirical evidence of its effectiveness.

The D&D approach was selected because the main objective of this research was not only to measure audience perception, as commonly conducted in survey or experimental studies, but also to develop a tangible communication product and to document its design process in a structured and scientific manner. Compared with experimental methods that primarily test cause-effect relationships and survey methods that focus on descriptive perception analysis, D&D enables researchers to integrate creative design, technical production, and user-based evaluation within a single methodological framework. This characteristic makes D&D particularly suitable for visual communication and multimedia studies, where the quality of the product and the effectiveness of its message delivery are equally important.

2.1 Product Description and Technical Aspects

The research procedure was adapted from the D&D model proposed by Richey and Klein [4] and consisted of four main stages: Define, Design, Develop, and Evaluate.

2.1.1 Define (Needs Analysis)

This stage aimed to identify the communication problems and media needs of the Yusrotus Syafa'ah Al Yusfa Foundation. Data were collected through field observation, informal interviews with foundation administrators, and documentation review of existing promotional materials. The analysis focused on institutional background, vision and mission, main programs, target audience characteristics, and the limitations of existing visual communication media.

2.1.2 Design

At this stage, the conceptual and narrative framework of the profile video was developed. The design activities included the formulation of communication objectives, narrative structure, message mapping, script writing, and storyboard development. Visual style, shot composition, color tone, music, and voice-over were also determined to support emotional storytelling and institutional image building.

2.1.3 Develop (Production)

The development phase covered pre-production, production, and post-production processes. Pre-production involved location selection, talent preparation, and shooting schedule arrangement. Production consisted of video recording of institutional activities, interviews, and environmental scenes using digital cinematography techniques. Post-production included video editing, color grading, sound mixing, subtitle insertion, and final rendering, resulting in a 4-minute 46-second profile video.

2.1.4 Evaluate (Effectiveness Testing)

The evaluation stage aimed to measure the effectiveness of the developed profile video in increasing public awareness and strengthening institutional image. A limited user test was conducted involving 17 respondents representing the general public and potential stakeholders of the foundation.

2.2 Research Instruments

The instrument used in this study was a structured post-test questionnaire distributed online via Google Forms. The questionnaire employed a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5) and covered three main dimensions:

- (1) clarity of information,
- (2) visual and narrative attractiveness, and
- (3) perceived impact on understanding and institutional image.

In addition, several comprehension questions were included to identify changes in respondents' knowledge after watching the profile video.

2.3 Data Analysis Technique

Quantitative data obtained from the questionnaire were analyzed using descriptive statistical techniques to calculate percentage distributions and mean scores. The level of respondent satisfaction toward the developed profile video was calculated using Equation (1):

$$S = \frac{\sum x}{N} \times 100\% \quad (1)$$

where:

S = satisfaction percentage,
 $\sum X$ = total score obtained from all respondents,
 N = maximum possible score.

The interpretation of the satisfaction level was based on predetermined criteria, in which higher percentage values indicate stronger acceptance and effectiveness of the profile video. Qualitative feedback from open-ended questionnaire items was also analyzed to support the quantitative findings and to provide additional insights into the strengths and weaknesses of the developed media.

3. Results and Discussion

3.1 Product Description and Technical Aspects

The developed profile video has a total duration of 4 minutes and 46 seconds. This duration is considered optimal for digital promotional media because it is sufficiently long to convey comprehensive institutional information while remaining concise enough to maintain audience attention, particularly on social media platforms.

The video structure consists of four main segments: (1) an opening sequence introducing the institutional environment, (2) a narrative of the foundation's background and history, (3) a presentation of the vision and mission, and (4) an introduction to the main programs and achievements. These segments were arranged using a narrative flow to ensure logical continuity and emotional engagement.



Figure 1. Opening scene of the foundation's profile video

This opening scene employs wide-angle shots and natural lighting to establish the learning environment and to create an initial impression of openness and authenticity, which is essential for building audience trust in a non-profit educational institution.



Figure 2. Interview scene with the founder explaining the foundation's background

This scene uses medium close-up framing to emphasize the credibility and authority of the speaker. The visual focus on facial expression and voice delivery strengthens the emotional connection and supports the construction of institutional legitimacy.



Figure 3. Scene illustrating the foundation's vision and mission

This segment integrates narrative interviews with supporting activity footage. The combination of verbal explanation and visual documentation enables abstract institutional values to be communicated concretely, facilitating audience understanding of the foundation's educational orientation and long-term goals.

From a visual communication perspective, the use of real activity documentation, emotional storytelling, and cinematic composition contributes to the formation of a professional and trustworthy institutional image. Such visual strategies are consistent with previous studies which state that audiovisual narratives are effective in enhancing message clarity, emotional resonance, and audience engagement.

3.2 Quantitative Analysis of Media Effectiveness

The effectiveness of the developed profile video was evaluated through a post-test questionnaire completed by 17 respondents. The evaluation focused on institutional awareness, clarity of information, visual attractiveness, and knowledge acquisition.

Before watching the video, 33.3% of respondents stated that they were very familiar with the Yusrotus Syafa'ah Al Yusfa Foundation, 33.3% were moderately familiar, 11.1% had limited knowledge, and 22.2% had no prior knowledge. After watching the profile video, 66.7% of respondents reported a high level of understanding, while 33.3% indicated sufficient understanding. This shift indicates a significant increase in public awareness after exposure to the visual communication media.

Regarding message clarity, 61.1% of respondents considered the video very successful in conveying information clearly, while 38.9% rated it as quite successful. In terms of visual attractiveness and content delivery, 61.1% of respondents rated the video as very interesting, 33.3% as quite interesting, and only 5.6% as less interesting.

Furthermore, 88.9% of respondents stated that they gained substantial new knowledge about the foundation, while 11.1% gained partial new information. These results demonstrate that the profile video effectively functions as an informational and educational medium, increasing public awareness regarding the foundation's programs and values.

From a theoretical standpoint, these findings support visual communication and multimedia learning theories, which argue that the integration of images, sound, and narrative enhances comprehension and memory retention. Emotional storytelling combined with authentic documentation enables audiences to form positive cognitive and affective responses toward the institution, thereby strengthening its public image and credibility.

3.2.1 Satisfaction Level

The overall satisfaction level of respondents toward the developed profile video was calculated using Equation (1). Based on the calculation, the satisfaction level reached 92.2%, which falls into the Very Satisfied category. This result indicates that the video meets both technical quality standards and communicative effectiveness. It further confirms that the narrative structure, visual aesthetics, and clarity of message successfully fulfill audience expectations and contribute to the formation of a positive institutional image. In the context of non-profit and religious educational institutions, such a level of audience satisfaction is crucial, as trust and emotional acceptance are key factors influencing public support and engagement. Therefore, the developed profile video can be considered an effective visual communication strategy for enhancing public awareness, credibility, and institutional image of the Yusrotus Syafa'ah Al Yusfa Foundation.

4. Conclusion

This study successfully designed and developed a profile video for the Yusrotus Syafa'ah Al Yusfa Foundation as a strategic visual communication medium to address the limitations of the foundation's promotional and informational outreach. Using the Design and Development (D&D) research approach, the study integrated needs analysis, narrative and visual design, audiovisual production, and user-based evaluation into a systematic framework for developing an effective institutional profile video.

The results of the effectiveness test indicate that the developed video achieved a high level of audience acceptance and impact. The satisfaction score of 92.2% (Very Satisfied category) and the finding that 88.9% of respondents gained new knowledge about the foundation confirm that the profile video is effective in increasing public awareness, improving information clarity, and strengthening the positive institutional image. The combination of emotional storytelling, cinematic visual composition, and real activity documentation proved capable of enhancing audience engagement and trust.

From a theoretical perspective, this research contributes to the field of visual communication by demonstrating that semiotic-based narrative construction and audiovisual design principles can be effectively applied within a D&D framework to develop communication media for non-profit educational institutions. The findings support the notion that audiovisual media, when systematically designed, can function not only as promotional tools but also as instruments for meaning construction and institutional branding.

Practically, the developed profile video provides a model that can be adopted by other religious and non-profit educational institutions in designing professional and persuasive visual communication media. The study highlights the importance of integrating narrative coherence, visual aesthetics, and message clarity in order to build public trust and institutional credibility in the digital era.

Future research is recommended to involve larger and more diverse respondent groups, to apply experimental designs for measuring long-term impact on public perception, and to compare the effectiveness of different visual communication strategies across various types of educational and non-profit organizations.

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6. Author's Note

This manuscript has not been previously published and is not under consideration elsewhere. The authors declare that they are fully responsible for the accuracy and integrity of the data presented in this study.

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