



Tinctori Promotional Video Design as a Promotional Media with the Implementation of *Marketing 5.0*

Samuel Brian Nanda^{1*}, Martin Setyawan², Michael Bezaleel Wenas³

¹⁻³Universitas Kristen Satya Wacana, Indonesia

Email: 692020014@student.uksw.edu¹, martin.setyawan@uksw.edu², michael.bezaleel@uksw.edu³

Address: Jl. Diponegoro No.52-60, Salatiga, Kec. Sidorejo, Kota Salatiga, Jawa Tengah 50711

Author correspondence: 692020014@student.uksw.edu*

Abstract. *This study discusses the design of a promotional video for Tinctori by implementing marketing 5.0 to enhance the effectiveness of marketing sustainable products. Tinctori is a fashion company that utilizes natural dyes, supporting the concept of sustainable fashion and the Sustainable Development Goals (SDGs). However, its current promotional strategy has not been optimal in capturing the attention of its target audience, particularly the upper-middle-class consumers who are environmentally conscious. The findings indicate that applying cinematography in promotional videos can enhance visual appeal, audience engagement, and understanding of Tinctori's sustainability values. The designed video showcases the natural dyeing process with artistic, transparent, and emotional visuals, strengthening brand identity and increasing consumer purchase interest. Evaluations from videography experts and the target audience confirm that the video effectively conveys the sustainability message and raises awareness of environmentally friendly fashion.*

Keywords: *Cinematography, Marketing 5.0, Promotional Video, Sustainable Fashion, SDGs*

1. BACKGROUND

*The Sustainable Development Goals (SDGs) are an international development agenda adopted by UN member states in 2015. The SDGs consist of 17 targets that aim to balance economic, social, and environmental aspects in sustainable development. This agenda covers a range of global challenges, including poverty alleviation, reducing inequality, improving the quality of education and health, and environmental protection. Each goal in the SDGs is interconnected, and its achievement is expected to create a more equitable and sustainable world for all (Capah et al., 2023) . In this context, consumer behavior plays a crucial role in driving the transformation towards a more responsible *fashion industry* . Factors such as product durability, brand reputation, and environmental awareness are key considerations in choosing clothing. As awareness of environmental issues increases, it is expected that consumers can become the main drivers of change in the world (Švajdová & Mikolašova, 2023). A rapidly growing industry that has a significant impact on the national economy , the Indonesian textile sector covers a wide range of products, from fibers to ready-made garments. The Indonesian textile industry continues to adapt and innovate to maintain its position as a key player in regional and global markets , where Indonesia can be a major reflection of the role of the environment in the SDGs (*Sustainable Development Goals*).*

Tinctori is a company founded in 2008, prioritizing sustainability in its business. The company uses vegetable dyes for its products as an environmentally friendly alternative to synthetic chemicals. In developing a line of craft products such as batik, fabrics, and bags, Tinctori consistently applies sustainable principles. Through an innovative technological approach and organizational strengthening, the company contributes to several SDGs targets, supporting sustainable consumption and production (SDG 12) with environmentally friendly production methods, addressing climate change (SDG 13) through the use of natural materials that reduce carbon emissions, creating inclusive economic growth (SDG 8) by involving local artisans, and preserving terrestrial ecosystems (SDG 15) through responsible use of natural resources. Tinctori implements digital marketing and participates in SDGs sustainability programs, targeting middle to upper class consumers who are environmentally conscious. Starting from an *indigofera farm* that produces dye paste, Tinctori started selling colored fabrics in 2011 and expanded into ready-to-wear production and customization services in 2023. The products produced include fabrics, batik, clothing, and bags. To expand market reach, Tinctori utilizes videography and photography as a marketing strategy on social media. However, the effectiveness of this strategy still needs to be evaluated to measure its impact on customer interaction and increased sales.

In his book “*Marketing 5.0: Technology for Humanity*” (Kotler et al., 2021), explains that *marketing 5.0* is an evolution of marketing that integrates digital technology and human experience with a strong focus on human values and responsible sustainability, in contrast to *marketing 4.0* which only uses digital marketing, *online* interactions and literacy on a problem. This concept has a close relationship with the SDGs, where marketing is not only aimed at increasing sales, but also at creating a positive impact on society and the environment so that society will also take responsibility. Through deeper personalization, better consumer understanding, and the ability to reach a wider audience, *marketing 5.0* can support various aspects of the SDGs such as reducing environmental waste, poverty, health promotion, quality education, and responsible consumption. By leveraging technology for a purpose greater than just business profits, *marketing 5.0* paves the way for companies to become agents of positive change, aligning their marketing strategies with the global need for sustainable and inclusive development.

In line with existing problems and understanding of implementation *marketing 5.0*, then it can be concluded that videography become mainstream *or* common in the wider community in Indonesia among the community (Putri & Latiep, 2023). The current video fails to clearly illustrate how Tinctori’s products and production processes contribute to sustainable

development goals. Important aspects such as the use of environmentally friendly raw materials, sustainable production practices, and positive impacts on local communities are not highlighted. As a result, the key message about Tintori's commitment to the SDGs is not effectively conveyed to the target market that cares about sustainability. This results in a lack of resonance between the promotional content and the values held by environmentally conscious consumers, reducing the appeal and effectiveness of Tintori's marketing. Tintori's efforts to create promotions such as this content are considered less than optimal due to the lack of SDG elements in its videos that can attract consumers who pay attention to the SDG values contained in Tintori products. By using cinematography and highlighting products that contain SDG values by the company, Tintori can change the perspective of society, this statement can support Tintori's target market. With the use of visual art cinematography that focuses on the aesthetics of film in videography and uses a combination of visual composition techniques of dialogue and without dialogue (Heiderich, 2012), the use of this technique can increase *engagement*, especially among the middle to upper class, due to its popularity with digital marketing. Given that Tintori has a *segmented* consumer target, to overcome this the implementation of *the marketing 5.0* concept that integrates SDGs in its creation and uses simple cinematography in its marketing content. This strategy aims to increase product appeal and expand market reach. It is hoped that this new approach can increase interaction with consumers and attract more buyers who care about product quality and SDG values.

2. THEORETICAL STUDY

Previous Research

Research by Ilmadina, Apriliani, and Maulana (2023) shows that videography, even with simple tools such as *smartphones* and *storyboards*, can increase the effectiveness of MSME promotions. This technique helps MSMEs visualize product stories more communicatively, attractively, and remain flexible despite limited resources. Videography has been shown to increase *brand awareness*, attract consumer attention, and build emotional connections with audiences, especially in the lower middle segment. However, this study still focuses on MSMEs in general and has not discussed videography in promoting *fashion* or environmentally friendly products. This gap is the focus of this study, with the aim of developing a more specific and effective visual promotion strategy for Tintori products.

In addition to the research conducted by Ilmadina, a study conducted by Panegak (2021) also illustrates an effective promotional video approach. Panegak's research entitled "Designing a Promotional Video for Batik from Sendangduwur Village, Lamongan Regency." This study aims to design a promotional video for Batik from Sendangduwur Village,

Lamongan Regency along with its supporting media as an effort to increase its existence and appeal to the wider community, especially during the pandemic which has caused a decrease in the number of visitors and hampered conventional promotions. This study uses a modified *Research and Development method to produce a cinematic documentary- style promotional video* about the history, manufacturing process, and motifs of batik typical of Sendangduwur Village. This video is uploaded to *YouTube* and supported by other visual media such as posters, *instastory*, and merchandise to expand its reach. The results show that cinematography is effective in digital promotion, but this study is still limited to local culture and has not discussed *marketing 5.0* in modern *fashion* or environmentally friendly products, which are opportunities for Tinctori.

Previous research conducted by Suardi and Wiraseptya (2023) entitled "Development of Promotional Videos for Teluk Buo Tourism Village to Attract Tourist Interest" aims to increase tourist interest through the creation of promotional videos. This study uses a marketing and multimedia approach by involving local communities in the video production process. The results of the study show that promotional videos are able to introduce the beauty of nature, culture, and tourism activities effectively, thereby increasing the visibility of the destination and having a positive impact on community empowerment and the local economy. These findings are relevant in the development of videography-based promotional strategies, especially in the context of promoting natural dye-based products carried out by Tinctori, to increase product appeal in the market.

Theory Discussion

Video *marketing* has proven to be a key instrument in building relationships between brands and consumers, especially in today's era dominated by visual content on social media *platforms*, videos that convey brand values through *genuine narratives* are able to build deep emotional bonds with their consumers (Kaplan & Haenlein, 2009). When consumers feel this emotional connection, they tend to feel closer and more in tune with the values that the brand stands for, thus encouraging their loyalty. With this, video can be a *powerful medium* to maintain consumer *engagement* and deepen their connection with the brand, especially when the content is made relevant and touches the emotional side, but videography can be created into a form of cinematography that can attract a wide target consumer.

Cinematography is the art and science of capturing moving images on film, cinematography involves various technical and creative aspects that include visual composition, lighting, use of cameras, lenses, and other shooting techniques to create certain aesthetic and emotional effects in a film or video work. Cinematography is not only about

capturing beautiful images, but also about conveying a deep visual story and influencing the emotions of the audience (Heiderich, 2012) . Do not forget to *create a look* or create a look that changes the appearance of an ordinary *scene* to be more interesting with various *film looks* (Wheeler, 2013). Cinematography in video advertising influences the emotions and perceptions of the audience through elements such as lighting, composition, and color. Lighting can create a dramatic or cheerful atmosphere, while visual composition directs the audience's focus on the main message. Color also plays an important role, where warm colors give the impression of enthusiasm and cool colors bring calm. By combining these elements appropriately, advertising can strengthen its appeal and create a deeper emotional bond between consumers and brands, driving greater engagement (Hall & Bishop, 2017), but marketing using photography or videography has become *mainstream* or common media among the public so that a cinematographic approach will change the perspective of consumers (Putri & Latiep, 2023).

Marketing 5.0 is a new concept that combines technological sophistication with humanistic aspects, moving beyond transactional focus by combining *AI*, *big data analytics*, and digital breakthroughs to deliver a deeper and more personal consumer experience. According to Dutt's research (2023) , this concept does not only pursue operational efficiency, but also pays attention to aspects of ethics, *sustainability*, and social benefits. In his book Kotler (2021) entitled " *Marketing 5.0: Technology for Humanity*" highlights that *marketing 5.0* represents an advanced stage in the world of marketing that integrates digital technology with human experience, with a strong emphasis on humanitarian values and responsible sustainability, in contrast to *marketing 4.0* which is still limited to digital marketing, online interactions, and understanding problems. *Marketing 5.0* is closely related to the SDGs, because the goal is not just to boost sales figures, but also to contribute positively to society and the environment, so by using technology for purposes broader than just *profit*, this concept provides an opportunity for companies like Tinctori to develop video promotional content that is in line with the principles of the SDGs, so that it can act as a catalyst for change in supporting sustainable and inclusive development.

In the era of *Marketing 5.0* , the combination of technology with marketing strategy creates an approach that is not only effective, but also considers environmental and social aspects, with one of the key components being the use of video as a communication medium that has the power to touch emotions and provide a visual understanding of a company's sustainability initiatives to consumers. Companies can use video to showcase their various environmentally friendly efforts, from choosing *sustainable materials* to empowering local communities, where the presence of *AI technology* and *big data analysis* allows for more

targeted distribution of video content, while reducing the environmental impact usually caused by printed promotional materials. The ability of video to present an interesting story also strengthens the brand's position as an entity that cares about sustainability, which can encourage consumers to take part in environmental conservation efforts, making videography an important instrument for companies that want to build a reputation as a responsible brand in the context of *marketing 5.0*.

3. RESEARCH METHODS

Research methods

The research method for " Designing Tinctori promotional videos as promotional media with the application of *marketing 5.0*" will use the *mixed method research method*. With the *mixed method research method* combining qualitative approaches and quantitative in one study, to obtain more complete and complementary results. This method allows for in-depth data from interviews or observations (qualitative), and can validate these findings with broader and more measurable data (quantitative). This approach, as explained by Creswell (2009), provides the advantage of being able to answer research questions more comprehensively. In the context of marketing research, this method is very useful for understanding consumer behavior, because it can explore the motivations behind their decisions, while measuring the impact of a strategy or campaign that is implemented.

Research Stage

In this study, a *cyclic strategy* was used as shown in Figure 1. This strategy involves an iterative process to improve and refine research over time. This concept is similar to a circle that continues to rotate, where each round allows us to identify deficiencies and make improvements. *This cyclic strategy* has been widely used in various fields to achieve optimal results.

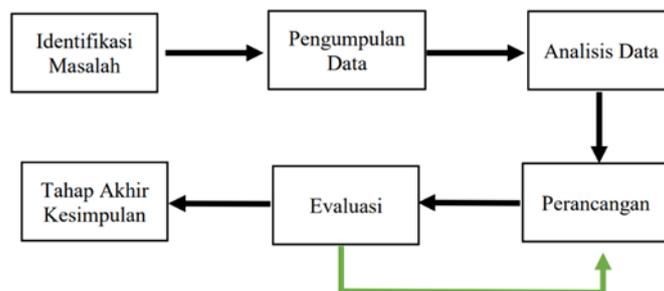


Figure 1. Research flowchart

1) *Problem Identification*

At this stage, the Tinctori company identified the main obstacle in the form of limitations in implementing cinematography-based promotional strategies. As a result, the company has difficulty optimally showing the special features of their products, including the use of natural dyes, with a more attractive approach and touching customer emotions. The use of appropriate visual promotion techniques actually has the potential to increase product appeal and strengthen *brand awareness in the* midst of competitive market competition. Tinctori already has a target audience where in terms of economics, buyers tend to be middle to upper class, so Tinctori needs videography using cinematography, it is clear that what has been explained previously that the use of cinematography can trigger the expansion of the target audience and have the right market side.

2) *Data Collection*

An interview with Mr. Vincentius Adi Kristanto revealed that Tinctori targets consumers aged 20-40 who support the SDGs, especially those who are aware of responsible consumption and production. Tinctori not only serves individual buyers, but also companies committed to sustainability, from startups to large corporations. Most of its customers come from the middle to upper class, who have high purchasing power and awareness of the importance of environmentally friendly products.

The results of a survey of 30 respondents in Central Java showed that people have a good understanding of *sustainable fashion* and tend to be interested in videography-based promotions. Respondents want promotions that show transparency in the production process, from natural dyes to finished garments. This approach strengthens consumer trust in Tinctori's sustainability commitment while influencing more environmentally conscious purchasing decisions.

3) *Data Analysis*

From the data collection stage, it can be concluded that the age of respondents ranging from 20 to 40 years is the age range of early adulthood (Paputungan, 2023) , therefore the characteristics will be adjusted to the design later by using cinematography and elegant characteristics because the target audience of Tinctori and the respondents who have been taken are on average adults and middle to upper class which can attract the audience easily. The marketing efforts made by Tinctori have not been optimal, mainly due to the lack of synchronization between promotional tactics and the profile of the upper-middle class consumers who are targeted. This group generally appreciates elegant and high-quality visual displays. Therefore, the application of cinematography techniques in video promotional

materials has the potential to provide substantial results. A marketing approach that emphasizes more on attractive visual aspects and the right narrative will be more effective in reaching and influencing Tinctori's market segment.

Tinctori has a competitive advantage in its use of natural dyes, a high selling point that has not been maximized in marketing. Natural products are increasingly in demand, especially by consumers who care about sustainability and quality. An effective promotional strategy must highlight this aspect with high-quality visuals and a strong narrative, appealing to middle to upper-class consumers who value style, exclusivity and environmentally friendly products.

The target audience for Tinctori's video promotion is individuals aged 20-40 from the upper middle class, including young professionals, established families, and entrepreneurs who value sustainable *fashion*. They live in big cities, follow global trends, and look for brands with values that align with their lifestyle. Transparency in the production process, from natural dyes to social impact, is an important factor in their purchasing decisions.

Behaviorally, this audience is interested in an informative shopping experience, wanting to know the origins of the ingredients and the production process. They are active on social media such as Instagram and YouTube, opening up great opportunities for visual-based promotional strategies. By showcasing the beauty of the natural dyeing process and the philosophy behind the product, Tinctori can build a stronger emotional connection with the audience and increase *brand appeal and loyalty*.

4) Content Analysis

Tinctori's promotional video was designed to highlight the SDGs values and the uniqueness of the product through the use of environmentally friendly natural dyes, with a focus on audiences who care about sustainability issues and *fashion*. The target audience for this video is individuals aged 20 to 40 who are highly environmentally conscious and prefer products that support an eco-friendly lifestyle. Audiences tend to be attracted to products that are not only *stylish* but also support sustainability and authenticity. The process of making clothes with natural materials and eco-friendly dyeing techniques is presented with an artistic cinematography approach, utilizing natural lighting and visual compositions that emphasize a *natural* and authentic impression. The use of *wide shots* to depict the manufacturing process and *close-ups* to show product details allows the audience to appreciate the quality and beauty of the final garment. The modeling of the clothes done outdoors with a natural backdrop reinforces the message that Tinctori products are connected to nature. Tinctori's promotional video is designed to convey the philosophy of sustainability and encourage the audience to support eco-friendly *fashion*. *With elegant and modern tones and calming music, the video*

builds emotional engagement in an optimal duration of 1–3 minutes. The story concept carries a reflective, inspiring, and warm tone with an elegant and authentic manner. The main focus is on the process of dyeing fabrics using natural materials with a transparent approach. The narrative emphasizes the importance of sustainability in production and the relationship between humans and nature. The visuals use a natural color palette and elements such as seeds, leaves, and water to reflect ecology. Smooth transitions and soft piano music reinforce the elegant impression. With this concept, Tinctori emphasizes its commitment to eco-friendly production, combining aesthetic value with long-term sustainability.

The audio aspect is optimized with soft piano music, using simple yet emotional melodies to create a calm and elegant atmosphere. The piano as the main instrument provides a deep classical feel, aligning with *the brand's sustainability and naturalness themes* . The video's *pacing* is set with smooth transitions and a steady tempo to maintain the audience's focus. The narrative used serves to reinforce the sustainability message, inspiring the audience. With a balanced visual and emotional approach, the video aims to build Tinctori's image as an innovative, sustainable and authentic *brand* .

Design

The next stage is design, where the making of this promotional video uses three stages of production, namely pre-production, production and post-production, the diagram can be seen in Figure 2 .

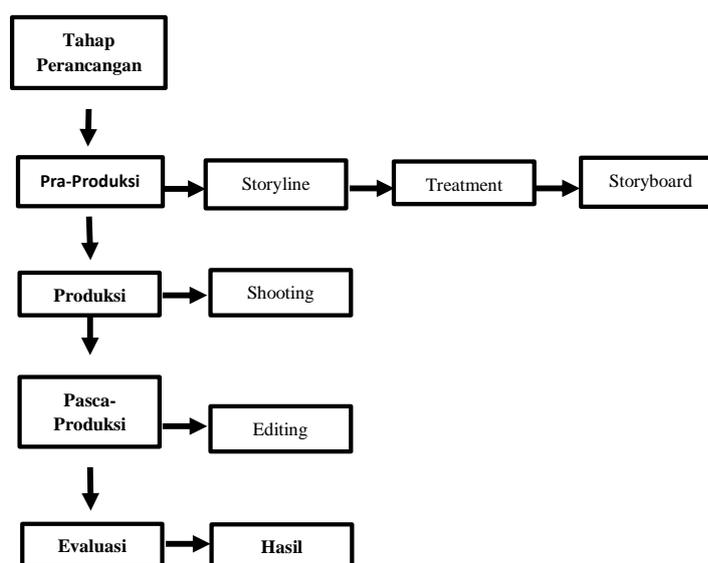


Figure 2. Design Stage

Big idea

Big idea is the result of a spontaneous but profound thinking process, which combines goals with strategic planning. This concept aligns the added value of a product with market needs through an innovative approach. In addition, *big idea* also includes various methods that can present topics into reality, so that they can attract the attention of everyone who sees, hears, or witnesses them (George & Michael, 2004). In the video concept Tinctori's promotion can be seen to be able to strengthen the promotional side of products that have SDGs values where the products use natural and environmentally friendly dyes, so by utilizing *marketing 5.0* and SDGs values can compete and get the target market well. The use of shooting techniques using the cinematography, *editing* and promotion side will get maximum results in a promotional video.

Tone & Manner

Tinctori's promotional video was designed to convey a message that reflects the values of sustainability and authenticity. With natural and warm *tones*, *the video adopts an earthy color palette* of greens, browns, and blues to emphasize the connection with nature. The visual elements are strategically designed, using *Montserrat's clean* and modern typography to create a visual identity that is contemporary yet still reflects naturalness. *Close-up* scenes highlight the natural dyeing process, supported by the use of natural elements such as water, flowers, and leaves, to reinforce the ecological and traditional impression.

Storyline

On a bright morning, the atmosphere is so calm and peaceful. The surrounding nature looks fresh, with lush trees and clean air. Indigo plants grow abundantly in vast fields, adding a natural impression far from the hustle and bustle of the city. In a place far from pollution and contamination, farmers skillfully harvest indigo plants, extracting them into natural dyes that will be used for Tinctori products. All of this depicts a world that is still preserved, free from the negative impacts of industry.

Meanwhile, inside the garment making room, the work atmosphere is focused and dedicated. The workers carefully design and sew the garments with their skilled hands. Every stitch is done carefully, ensuring that everything is neat and perfect. Every piece of clothing produced, because every Tinctori product is not just ordinary clothing, but a work of art that supports sustainability and respects nature.

Tinctori's finished garments and accessories are stunning, exuding beauty and quality. Their elegant designs, combined with eco-friendly natural materials, create the perfect blend of beauty and sustainability. Each piece of clothing speaks of attention to detail, dedication to quality, and Tinctori's commitment to protecting nature and creating something extraordinary.

Treatment & Storyboard

Table 1. Treatment

<ul style="list-style-type: none"> • Scene 1, Intro Shot : Drone Visual: Memperlihatkan luasnya kebun indigofera milik Tictori. 	<ul style="list-style-type: none"> • Scene 6 Shot : Close up, Wide, Medium shot Visual : Pengerjaan jahitan baju yang dibuat dengan perlahan.
<ul style="list-style-type: none"> • Scene 2 Shot : Close up, Medium shot Visual: Memperlihatkan bibit-bibit tanaman indigofera, dan dedaunan indigofera. 	<ul style="list-style-type: none"> • Scene 7 (Transisi) Shot : Medium shot Visual : Memetik daun indigofera dan memperlihatkan aktor menggunakan pakaian Tinctori hasil dari pengerjaan sebelumnya.
<ul style="list-style-type: none"> • Scene 3 Shot : Wide, Medium shot Visual : Memperlihatkan pekerja sedang memanen tumbuhan indigofera. 	<ul style="list-style-type: none"> • Scene 8 - Closing Shot : Medium, Wide shot Visual : Memamerkan hasil karya jadi dari pakaian tinctori dan memamerkan keindahan latar belakang alam yang dimana menjadi kontras warna pakaian. Aksesoris seperti tas diperlihatkan dengan elegan. Memamerkan keindahan alam dan pakaian ketiga aktor dengan bersama-sama menjadi penutup.
<ul style="list-style-type: none"> • Scene 4 Shot : Medium, Close up shot Visual : Memperlihatkan proses ekstraksi dedaunan. 	
<ul style="list-style-type: none"> • Scene 5 Shot : Close up, Wide shot Visual : Memperlihatkan pengerjaan batik tradisional pada kain Tinctori. 	

The treatment in Table 1 serves as a production guide that includes narrative, cinematography style, visual *tone* , and other technical elements. Meanwhile, the storyboard in Figure 3 represents the treatment visually, showing the sequence of scenes with details such as frame composition, shooting angles, camera movements, and visual expressions. The combination of the two ensures that the production process runs more directed, effective, and appropriate .

	<p>Scene 1, Intro Shot : Drone Visual: Memperlihatkan luasnya kebun indigofera milik Tictori.</p>		<p>Scene 5 Shot : Close up, Wide shot Visual : Memperlihatkan pengerjaan batik tradisional pada kain Tinctori.</p>
	<p>Scene 2 Shot : Close up, Medium shot Visual: Memperlihatkan bibit-bibit tanaman indigofera, dan dedaunan indigofera.</p>		<p>Scene 6 Shot : Close up, Wide, Medium shot Visual : Pengerjaan jahitan baju yang dibuat dengan perlahan.</p>
	<p>•Scene 3 Shot : Wide, Medium shot Visual : Memperlihatkan pekerja sedang memanen tumbuhan indigofera.</p>		<p>Scene 7 (Transisi) Shot : Medium shot Visual : Memetik daun indigofera dan memperlihatkan aktor menggunakan pakaian Tinctori hasil dari pengerjaan</p>
	<p>Scene 4 Shot : Medium, Close up shot Visual : Memperlihatkan proses ekstraksi dedaunan.</p>		<p>• Scene 8 - Closing Shot : Medium, Wide shot Visual : Memamerkan hasil karya jadi dari pakaian tinctori dan memamerkan keindahan latar belakang alam yang dimana menjadi kontras warna pakaian.</p>

Figure 3. Storyboard Flow

Production

After the creation of *the storyboard* and *storyline*, you can enter the stage of the shooting process and sorting *footage* using *the storyboard* as a reference for shooting . In the *online editing stage*, this stage involves the application of *color grading*, *background*, *voice-over* narration and typography selection. The application of *color grading* can be seen in Figure 4. The color editing process adopts *tone w arm*, *nature inspired Palette* and *natural color* that presents a warm and natural impression, creating a distinctive and different video appearance in *the color palette* Figure 5. The video opens with a dominant green color that symbolizes freshness and closeness to nature, then slowly shifts to a warm-natural nuance that creates visual harmony in depicting a commitment to the environment and sustainability.



Figure 4. Before and after *color grading*

The combination of green, which symbolizes natural life, with warm *tones* that highlight the uniqueness of the production process, creates an impressive viewing experience that is able to move the audience's emotions through its impression of authenticity.



Figure 5. *Color Palette*

Typography is applied to the design of this promotional video. The type of typography used for this *editing is sans-serif*, intended to not be too stiff in making this promotional video. *The font used is Montserrat*, which is in Figure 6 .

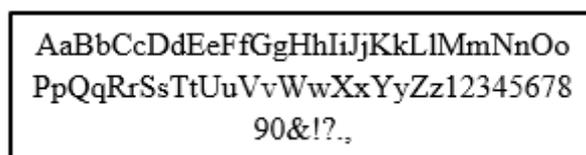


Figure 6. *Montserrat Font*

4. RESULTS AND DISCUSSION

Based on the design results that have been carried out, the results obtained are in the form of a Tinctori promotional video that shows the process of making clothes with natural dyes. This video is able to provide information about the uniqueness of natural materials, the philosophy behind traditional dyeing, and the sustainability values upheld by Tinctori. The explanation of each scene presented in the video is as follows.

This video begins with *Scene 1* a view of green fields representing the close relationship between nature and the natural dyeing process applied by Tinctori in Figure 7. The vast vegetation landscape illustrates the abundance of natural resources that are the main ingredients in sustainable textile production, at the change of image which will show several *Indigofera* plant seeds that will be planted and harvested by the workers.



Figure 7. Scene 1

After *scene 1*, the process continues to *scene 2*, where the color extraction from *Indigofera* leaves is carried out. This process involves soaking the leaves in water until natural fermentation occurs which produces a distinctive colored solution. After that, the solution is evaporated or filtered to obtain a more concentrated dye. At this stage, the extraction droplets are also observed which show color changes and pigment stability before being applied to textile materials in Figure 8.



Figure 8. Scene 2

In *scene 3*, the process continues to the batik stage. The prepared cloth is dipped into the color solution extracted from *Indigofera*, then dried gradually to ensure optimal color absorption. The batik technique used can be either writing or stamping.



Figure 9. Scene 3

In *scene 4* in Figure 10 , the background changes to a green expanse of nature that represents environmental balance and sustainability. The actors begin to act out the scene wearing clothes that have gone through the entire natural dyeing and batik process. Their movements show the comfort and beauty of the clothes, while highlighting how naturally dyed fabrics retain their aesthetic qualities. Natural lighting and dynamic cinematography are used to reinforce the message of the connection between sustainable fashion and nature.



Figure 10. Scene 4

On *the scene 5* , the background changes to a lush rice field, where Tinctori operates. The actors wear naturally dyed ready-to-wear, showcasing the comfort and aesthetics of the products. With natural lighting and dynamic cinematography, this scene emphasizes the harmony between sustainable *fashion* and nature, while also demonstrating Tinctori's commitment to the environment in Figure 11 .



Figure 11. Scene 5

Evaluation and Testing

From the results of the Tinctori promotional video design, an evaluation was carried out by experts to obtain input and a feasibility test for the video that had been made. The first evaluation was by Mr. Frans Kurniawan, videographer With 19 years of experience in videography, Tinctori's promotional video is considered to have an interesting visual concept, but still needs improvement in the opening section. From the results of the first evaluation It is recommended to add a stronger video *hook to attract the audience's attention from the start. This aims to convey the main message of the video more effectively and maintain the audience's interest until the end.* The second evaluation was conducted by Mr. Awan Ardiyanto, as Tinctori's videographer and photographer . In this evaluation, input was obtained regarding visual composition and lighting to be more optimal in displaying product details. In addition, he emphasized the importance of color consistency in the video to match Tinctori's brand identity, so as to strengthen the aesthetic impression and increase visual appeal for the

audience. Based on the evaluation results obtained, it was used as a basis for improving the video before being tested on the target audience and published widely .

The test was conducted on a target audience aged 20-40 years from the upper middle class, to determine the extent to which the video attracted interest and influenced their perception of Tinctori products. The results of the test on the target audience were conducted using a Likert scale involving 30 respondents to assess several key aspects of the Tinctori promotional video. The following are the results of the questionnaire based on the assessment category can be seen in Table 2.

Table 2. *Target audience test results*

No	Assessment Aspects	STS (%)	TS (%)	N (%)	S (%)	SS (%)	Average Score (%)
1	How interesting is this video to you?	0	0	0.5	35	64.5	93
2	Is this video able to explain the concept and advantages of Tinctori products clearly?	0	0	9.7	38.7	51.6	88.4
3	What do you think of the cinematography quality in this video?	0	0	0	6.5	93.5	98.8
4	Did this video convince you to consider Tinctori products?	0	0	12.9	35.5	51.6	87.8
5	Does this video support environmental sustainability awareness? (SDG 12)	0	0	6.5	25.8	67.7	92.2
6	Did this video increase your understanding of the importance of natural dyes? (SDG 13)	0	0	12.9	35.5	51.6	86
7	How much does this video influence you to choose environmentally friendly products? (SDG 12)	0	0	9.7	38.7	51.6	88.4
8	Does Tinctori demonstrate a commitment to sustainability principles in this video? (SDG 8)	0	0	12.9	38.7	48.4	87
9	Are you interested in purchasing Tinctori products after watching this video?	0	0	19.4	41.9	38.7	83.8
10	Will you contribute to using natural dyes after watching this video?	0	16.1	12.9	71		78

Based on the results of the questionnaire analysis of 30 respondents aged 20–40 years, the Tinctori promotional video received a mostly positive response. The assessment was carried out using a Likert scale with a range of 1–5, where 1 means strongly disagree (STS), 2 disagree

(TS), 3 neutral (N), 4 agree (S), and 5 strongly agree (SS). For the average result, the value was converted to a percentage with 5 equal to 100%.

The average score of 93% in the visual appeal aspect indicates that the cinematography and presentation elements in the video successfully captured the audience's attention, with the majority of respondents giving answers ranging from agree to strongly agree. The video production quality also scored 98.8%, indicating that the cinematography techniques used were considered very good by respondents, increasing the perception of professionalism and credibility of the Tinctori brand. In addition, the clarity of the concept delivery and product advantages scored 88.4%, meaning that the majority of respondents felt that the narrative and information in the video were quite effective in explaining the value offered by Tinctori.

In terms of impact on sustainability awareness, the video is considered to support audience understanding of responsible consumption and production (SDG 12) with a score of 92.2%, and increase understanding of the use of natural dyes over synthetic (SDG 13) with a score of 87%. This shows that the video successfully communicates Tinctori's sustainability values and is well received by the audience. In addition, the aspect of commitment to sustainability principles (SDG 8) also received a positive assessment with a score of 87%, reflecting that the audience understands and appreciates *the brand* as part of the environmentally friendly fashion industry.

Although there was a positive trend in sustainability awareness, lower scores were found in the aspects of product purchase intention after watching the video (81%) and contribution to the use of natural dyes (78%). These scores indicate that although the audience understands the sustainability message conveyed, not all of them are motivated to immediately take real action, such as purchasing the product or supporting natural dyes in the fashion industry. Qualitatively, factors such as consumer preferences, product prices, or habits in choosing fashion products can be variables that influence their decisions.

The next test was conducted by Mr. Vincentius Adi Kristanto, as Head of *Marketing* Tinctori. He assessed that this promotional video had succeeded in conveying the values and stories carried in a coherent and aesthetic manner. The color *tones* used still maintain a natural and *earthy impression*, the product visualization is displayed well in each scene, so that it can highlight the product's advantages optimally. As a party who understands Tinctori's target audience, he also emphasized the importance of integration between *copywriting* in *voice-over* and the scenes displayed. Inconsistencies in some parts are considered to reduce the effectiveness of message delivery. Therefore, the *storytelling approach* in *copywriting* is recommended to be more in line with technical information and the production process, in

order to provide a deeper understanding to the audience regarding the characteristics and values of Tinctori products.

5. CONCLUSION AND SUGGESTIONS

Based on the test results of this study, it shows that video design based on *Sustainable Development Goals* (SDGs) with the implementation of *marketing 5.0* is effective in conveying the values and identity of Tinctori products to an audience aged 20-40 years from the upper middle class and getting a good target audience. The application of cinematography in promotional videos has been proven to increase visual appeal, strengthen brand image, and clarify the sustainability message carried by Tinctori, where Tinctori's marketing strategy has not been able to get the target audience and *marketing opportunities 5.0* well. Therefore, video design with the implementation of relevant SDGs (*Sustainable Development Goals*) can attract the target audience well and strengthen the company's image as a brand that cares about social and environmental issues. By showing Tinctori's commitment to these global goals, the video can inspire the audience to support products that are not only *stylish*, but also have a positive impact on the sustainability of the SDGs.

The results of the questionnaire test showed that the majority of 99.5% of respondents considered this video visually appealing, had high cinematography quality, and was able to communicate product advantages and sustainability values well. However, despite the increasing awareness of the importance of natural dyes and sustainable fashion, not all audiences were motivated to immediately make purchases or support the use of natural dyes. Therefore, additional strategies such as ongoing education, user testimonials, and interactive campaigns are needed to increase consumer engagement and encourage purchasing decisions.

Thus, it can be concluded that Tinctori's promotional video has been effective in building a strong *brand image* and raising awareness of sustainability issues. However, to increase the impact on consumption behavior, additional strategies are needed such as further education, user testimonials, or more interactive campaigns to encourage audiences to switch to environmentally friendly products in real terms.

Suggestions to improve the effectiveness of marketing strategies, Tinctori can optimize the use of social media with cinematic content that can increase engagement, collaborate with relevant *influencers*, and implement interactive marketing strategies such as *giveaways* or direct actions and educational campaigns about the benefits of natural dyes. In addition, data analysis from previous campaigns needs to be done to understand audience preferences and adjust a more targeted promotional approach.

REFERENCE LIST

- Capah, B. M., Rachim, H. A., & Raharjo, S. T. (2023). Implementasi SDGs-12 melalui pengembangan komunitas dalam program CSR. *Share Social Work Journal*, 13(1), 150. <https://doi.org/10.24198/share.v13i1.46502>
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). SAGE Publications. Diambil dari <https://psycnet.apa.org/record/2008-13604-000>
- Dutt, V. (2023). Marketing 5.0: The era of technology and the challenges faced by it. *International Journal of Advances in Engineering and Management*, 11(4), 1397–1411.
- George, E. B., & Michael, A. B. (2004). *Advertising and promotion: An integrated marketing communications perspective* (6th ed.). Taken from https://library.fbe.uui.ac.id/index.php?p=show_detail&id=3848&keywords=
- Hall, S., & Bishop, J. (2017). Exploring cinematic techniques for immersive branding experiences. *International Journal of Advertising*, 36 (2), 234–245.
- Heiderich, T. (2012). *Cinematography techniques: The different types of shots in film*.
- Ilmadina, HZ, Apriliani, D., & Maulana, A. (2023). Increasing videography knowledge as an effort to support the promotion of MSME products. *ABDINUS Journal: Nusantara Service Journal*, 7 (2), 304–313. <https://doi.org/10.29407/ja.v7i2.17613>
- Kaplan, A. M., & Haenlein, M. (2009). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53 (1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
- Panegak, MS, & Kusumandyoko, TC (2021). Designing a promotional video for batik from Sendangduwur village, Lamongan Regency. *Journal of Visual Communication Design (JDKV)*. Retrieved from <https://ejournal.unesa.ac.id/index.php/JDKV/article/view/42326>
- Papalia, DE, Olds, SW, & Feldman, RD (1989). *Human development* (9th ed.). McGraw-Hill. Retrieved from <http://library.um.ac.id/free-contents/index.php/buku/detail/human-development-diane-e-papalia-sally-wendkos-olds-ruth-duskin-feldman-17790.html>
- Paputungan, F. (2023). Affective development theory. *Journal of Education and Culture (JEaC)*, 3 (1), 15–25.
- Putri, RF, & Latiep, IF (2023). The use of video content in strengthening product promotion. *Journal of Career Development*, 1 (2). <https://doi.org/10.37531/jcd.v1i2.42>

Švajdová, L., & Mikolašova, J. (2023). Slow fashion and sustainable development. *Economic and Business Review*. <https://doi.org/10.18690/um.epf.3.2023.16>

Wheeler, P. (2013). *Digital cinematography*.

Wiraseptya, T., & Suardi, M. (2023). Development of promotional videos for Teluk Buo tourist village to attract tourists. *UPI YPTK Scientific Journal*, 30 (2), 32–37. <https://doi.org/10.35134/jmi.v30i2.148>