

## DESIGNING PROMOTIONAL VIDEOS FOR ADIVASA RESIDENTIAL COMPLEX USING THE DESIGN THINKING

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### Abstract

The high dynamics of the Indonesian property market are influenced by a shift in consumer behavior towards digital media. In this context, Adivasa housing in Semarang presents a strong "Tropical Modern" concept. However, there is a gap between its product excellence and its marketing communication strategy, namely the absence of effective audio-visual media to touch the emotional needs of its target audience. As a solution, this research designs a strategic promotional video titled "The Meaning of a Home" using the audience-centered Design Thinking method. This process shifts the approach from a direct sale (hard-sell) to a subtle narrative (soft-sell) that focuses on warmth, comfort, and tranquility. The results of this research show that the Design Thinking method proved to be highly effective in creating a promotional medium that is not only visually appealing but also capable of building a strong emotional connection, and successfully aligning the marketing message with the core values offered by Adivasa Housing.

**Keywords:** Promotional Video, Property, Soft-Sell, Design Thinking

### INTRODUCTION

Property is a vital pillar for Indonesian society, encompassing residential, financial, and economic support functions. However, modern property market dynamics are shaped not only by economic factors but also, crucially, by a fundamental shift in consumer behavior. According to Heryadi & Gunawan (2022), consumers now see the novelty of information and the use of trendy social media as important considerations that positively influence their intention to buy property. This shift in values towards digital validation and 'up-to-date' information is the primary foundation for the transformation of marketing and the strengthening role of social media in the property industry.

A study by Ernayani, et al. (2021) reveals that property agents now extensively use Instagram to build personal branding and establish parasocial relationships with potential consumers, going beyond conventional promotional functions. This confirms that social media has evolved into an ecosystem for building trust, in line with the new generation's need for digital validation as previously discussed. According to Amalia & Kurniawati (2023), social media marketing positively and significantly influences brand awareness, which in turn becomes a strong mediator for increasing purchase intention. This finding proves that effective

property marketing strategies have shifted from a direct sales model towards creating valuable and interactive content. Consequently, content formats have also evolved from mere static image-based promotions to utilizing richer and more immersive media to more effectively communicate the atmosphere and lifestyle offered by a residence.

Dari banyaknya berbagai format konten yang imersif, video promosi memegang peranan paling unggul untuk menarik perhatian dan membangun koneksi emosional. Melalui perpaduan gambar bergerak dan audio, video mampu menceritakan sebuah visi dan menjual gaya hidup, tidak hanya sekadar bangunan fisik. Dalam durasi singkat, format ini dapat menyampaikan informasi mengenai skala, desain, dan atmosfer hunian secara jauh lebih efektif dibandingkan media statis. Oleh karena itu, keberadaan video promosi yang dirancang secara profesional bukan lagi sekadar pelengkap, melainkan telah menjadi elemen penentu dalam strategi pemasaran properti modern.

The city of Semarang is one of the dynamic property markets outside of the Greater Jakarta (Jabodetabek) area. According to data from the BPS-Statistics of Semarang Municipality (2024) in the publication *Semarang Municipality in Figures 2024*, the city demonstrated solid economic growth of 5.79% in 2023, as well as consistent population growth, reaching 1.69 million people in the same year. This serves as a primary driver for housing demand. This infrastructural development and competitive market condition require every housing project, including Adivasa Housing, to have a clear and distinct marketing communication strategy. This is because when faced with a market of complex product choices, consumers tend to simplify their decision-making process by relying more on brand image. This makes a unique brand image the most vital element (Purnama, et al., 2020).

Adivasa Housing offers a distinct residential concept to compete in the Semarang property market. This project is specifically designed with a "Tropical Modern" concept, targeting the market segment of young families and professionals. With this clear conceptual advantage, Adivasa Housing possesses a unique selling proposition that serves as the main foundation for all its marketing activities.

The strong concept that Adivasa Housing has presents a significant opportunity to be communicated more deeply through more strategic marketing activities. This is a factor that, according to Pala'biran et al. (2024), has proven to be key in attracting consumer interest. Utilizing a comprehensive promotional video can be the next step to translate this vision into a visual narrative, as property marketing research indicates that informative and entertaining content significantly influences purchase intention (Arqam & Maulianza, 2023). Thus, this effort aims to align the quality of the message delivery with the excellence of the product being offered.

Therefore, this research aims to design a strategic promotional video for Adivasa Housing. This video will be designed not only to be visually appealing but also to convey the story and uniqueness of the residential concept offered. The final goal is to produce an effective promotional medium to increase appeal and support the marketing of Adivasa Housing.

## **IMPLEMENTATION METHOD**

The implementation method for this promotional video design will adopt the Design Thinking framework, a human-centered approach to generating innovative and relevant solutions. According to Brown (2008), the strength of this method lies in its ability to integrate audience needs, technological feasibility, and business strategy in a balanced way. This process will be carried out through five stages: empathize, define, ideate, prototype, and test. These five stages are not always linear but can be iterative in nature.

### **1. Research Approach:**

The approach used in this study is a qualitative approach. This approach was chosen because it aims to explore and understand the meaning that a number of individuals or groups ascribe to a social or human problem (Kusuma & Khoiron, 2019). This is highly relevant to this design research, which does not aim to measure data numerically, but rather to delve into a rich and contextual understanding of the needs, desires, and perceptions of Adivasa Housing's target audience. The use of this qualitative method aligns with the Design Thinking framework that is at the core of the research implementation, where processes such as in-depth interviews and observation during the Empathize stage are characteristic of qualitative data collection to gain holistic insights.

### **2. Object of Research:**

The selection of this research object is based on an identified gap between the strong product concept of Adivasa Housing and its marketing communication strategy. The importance of this alignment is supported by the statement that consistency between the product concept and the message conveyed in marketing communications is crucial for building a strong and coherent brand image (Keller, 2009). Despite having a unique selling proposition, Adivasa Housing does not yet have effective audiovisual promotional media, even though video plays a significant role in presenting complex information efficiently and can increase audience engagement (Brame, 2016). Therefore, this study takes the design of a video as its object of practice-led research, which not only identifies a problem but also aims to offer a concrete and applicable design solution to the marketing challenges being faced.

### **3. Data Collection Techniques:**

The data collection techniques in this research will use qualitative methods tailored to the stages of Design Thinking. In the Empathize stage, primary data will be collected through observation and in-depth interviews with representatives of the target audience, a method that is effective for obtaining rich and detailed data from the participants' perspective (Achjar, 2023). Subsequently, in the Test stage, data will be collected through user testing sessions of the video prototype (storyboard). This approach is crucial because testing a prototype with real users is the most effective way to validate a concept and gather constructive feedback before the final production stage. All collected data, including interview transcripts and feedback notes, will serve as the primary input for analysis and design iteration.

## RESULTS AND DISCUSSION

The design process in this research resulted in a promotional video with a soft-sell strategy, titled "The Meaning of a Home." This video builds an emotional connection with the audience by redefining the meaning of home. The video was designed through the 5 stages of design thinking:

### 1. Empathize Stage

This stage is the foundation of the entire process. Its goal is to gain a deep understanding of the audience or users you want to serve. This is not just market research, but an effort to understand their emotional and functional needs, what is important to them, and how they see the world (Syahrul, 2019).



**Picture 1. Observation and interviews**

Source (Alfian romadhon)

Data collection in this stage was done through on-site observation and in-depth interviews with audience representatives. The main objective of this stage is to understand the user's experiences, motivations, and problems from the audience's point of view. From the results of the interviews and observations, it was found that the target audience is not just looking for a house based on size or price, but desires a 'sanctuary' from the hustle and bustle of daily life. They often feel anxious and tired, so the main values they seek in a home are a sense of security, comfort, and tranquility. This indicates a deep emotional need, not just a functional one. This becomes the justification for why a soft-sell approach focused on feelings is more relevant than a hard-sell advertisement.

### 2. Define (Defining the Problem)

This stage is used to filter all the information that has been collected during the empathize stage (Lazuardi & Sukoco, 2019). The goal is to synthesize these findings into a problem statement (also known as a Point of View or POV) that is clear, concise, and audience-centered. The result of this Define stage is: Modern young families need a residence that can provide a sense of security and emotional tranquility because they feel that conventional property ads are too focused on materialism and do not address their need for a true 'home'. From this problem statement, the creative process can then shift from "selling a house" to "communicating the

meaning of a home”.

### 3. Ideate Stage (Generating Ideas)

After having a clear understanding of the user and the problem to be solved, it is time to generate solution ideas. In this stage, quantity is prioritized over quality. The goal is to encourage broad thinking and explore as many potential solutions as possible, including the wildest ones, without early judgment (Soedewi, 2022). In this idea-generation stage, two main ideas were produced: hard selling and soft selling. According to Jacksen et al. (2021), hard selling is a type of content that aims for direct and informative sales. The message delivered in this type of content is explicitly to the point, such as explaining the product, features, price, and a call to action to buy.

**Table 1. Initial Hard-Selling Ideas**

No	Title	Explanation
1.	The Best Property Investment of 2025: Own a Unit at Adivasa Now!	This title directly targets investment-oriented potential buyers, emphasizing financial benefits and time-based urgency.
2.	Adivasa's Limited Promo: 0% Down Payment and Free Complete Furniture!	The main focus is on concrete and limited offers (promos, bonuses) to trigger a quick response from an audience sensitive to prices and special deals.
3.	Don't Miss Out! Adivasa's Exclusive Units with Premium Specifications	Uses the scarcity principle to create urgency, while explicitly highlighting the product's advantages (premium specifications).
4.	Launch Price! Adivasa Housing, the Modern Residential Solution in the Heart of Semarang	Emphasizes a special price offer (launch price) as the main attraction and directly mentions the practical solution offered (modern housing).
5.	Compare and Prove It! Adivasa's Best Quality with the Lightest Installments	This title is a direct call to compare, showing confidence in the product, and highlights the ease of payment (installments) as a key selling point.

Source (Alfian romadhon)

In contrast to hard selling, soft selling is a more subtle and indirect sales approach. Soft-selling content aims to sell, but does not overtly show it. The sale is done subtly and is often wrapped in other content such as education, entertainment, or stories (Isfahami et al., 2021).

**Table 2. Initial Soft-Selling Ideas**

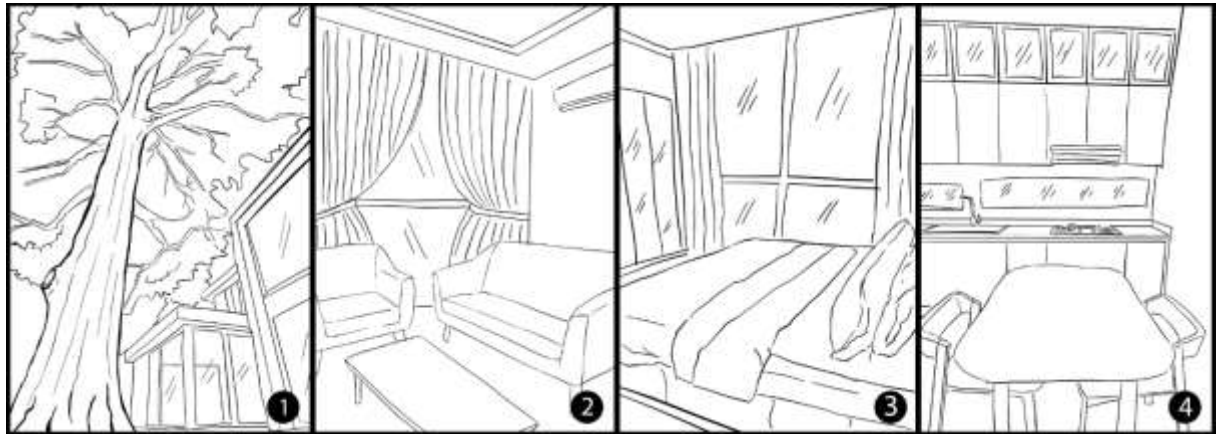
No	Title	Explanation
1.	The Meaning of a Home	This title is philosophical, inviting the audience to ponder the deeper meaning of a home beyond just a building, as a center of comfort and tranquility.
2.	Here, Your Family's Story Begins	The focus of this title is on the audience's aspirations and future. It sells the hope and memories that will be created at Adivasa Housing, not the property itself.
3.	Coming Home to Tranquility	This sells a feeling or an emotional solution. The title targets the audience's need for a peaceful sanctuary from the busy outside world.
4.	A Space to Grow and Tell Stories	This title uses the metaphor of "space" not just physically, but also as room for family development and the creation of life stories, making it very personal and warm.
5.	When Design Meets True Comfort	This title subtly alludes to the product's excellence (design) but immediately links it to the key emotional benefit (true comfort), appealing to an audience that values aesthetics and quality of life.

Source (Alfian romadhon)

From the results of this idea generation, one idea was chosen: to use a soft-selling approach. This is because a soft-selling approach can present content that is relevant and beneficial to the audience, and it is considered more engaging and effective in building long-term customer loyalty. The soft-selling approach pays more attention to and builds relationships with consumers. Its goal is to first attract the interest and trust of the audience. The soft-selling title chosen was "The Meaning of a Home." This title was selected because it most closely aligns with the emotional needs of the audience that were discovered during the empathize stage.

#### **4. Prototype Stage**

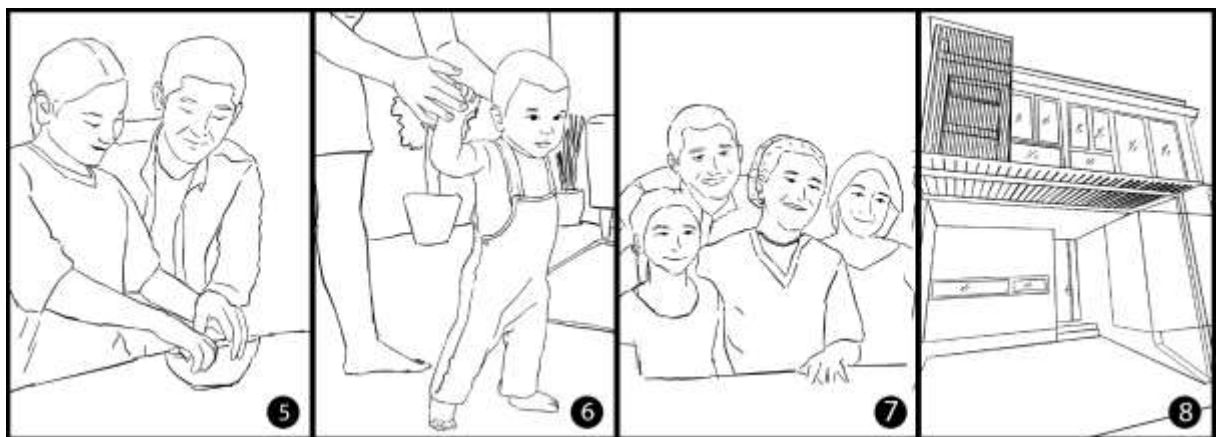
The prototype stage is about turning abstract ideas into something tangible and testable. A prototype is not the final product; it is a simple, low-cost version of the solution that allows the researcher to test assumptions and get feedback quickly. The goal is to learn, not to perfect (Suryani et al., 2023). The result obtained in this prototype stage is a storyboard for the designed video "The Meaning of a Home."



**Picture 2. Story Board "The Meaning of a Home"**

Source (Alfian Romadhon)

At the beginning of "The Meaning of a Home" video, the footage will focus on details that create a warm and comfortable atmosphere.



**Picture 3. Story Board "The Meaning of a Home"**

Source (Alfian Romadhon)

Then, from the middle to the end of the video, it will show moments of family interaction (a father teaching his child to cook, eating together, the togetherness of three generations) and will close with an exterior shot of the Adivasa house. All of these visuals serve to evoke feelings of warmth and a sense of belonging.

## 5. Test Stage

In this final stage, the researcher presents the prototype to the audience to get feedback. This is an opportunity to see how the proposed solution will be received in the real world, understand what works and what does not, and refine the initial ideas. This testing process is iterative, meaning the results often lead the prototype back to previous stages (like Ideate or even Define) for improvements (Saputra & Kania, 2022).



**Picture 4. The Prototype Testing Process**  
Source (Alfian Romadhon)

The prototype testing stage aimed to validate the narrative and visual concepts that had been designed with the actual target audience. In a user testing session, the prototype, in the form of a storyboard for the "The Meaning of a Home" video, was presented to three participants representing the general audience. The results showed a very positive affective response. The majority of participants stated that the philosophical narrative flow and the calm visual choices succeeded in creating a "touching" and "calming" feeling. This finding confirms that a soft-selling approach focused on emotion is more capable of building a connection with the audience compared to typical property ads. Nevertheless, there was feedback to add narration to the storyboard to enhance the impression of warmth and comfort.

The feedback obtained from the testing stage became the primary basis for iteration and design refinement. The positive response to the visuals confirmed that the creative direction was appropriate, but the input regarding the addition of narration indicated that the message of "family warmth" had not been optimally represented. Based on this analysis, the decision was made to add narration to the storyboard. This iterative step shows that the final promotional video produced is not merely the result of the designer's creative vision, but rather a work that has been validated and shaped based on the needs and emotional responses of its target audience, in line with the core principles of the Design Thinking method.

## **6. Implementation**

Implementation is another stage of design thinking in addition to the other five stages. Brown (2008) explains implementation as the stage where the solution that has been designed and tested begins to be realized into a tangible product and is launched to the market or audience. The implementation of these various stages created a video titled "The Meaning of a Home," which has been published on the social media platforms Instagram and Facebook. With a narration delivered by a calm female voice, it asks philosophical questions like, "What comes to mind when we think of a home?" and "Is it the place we live, the place we rest, or the place where we feel comfortable?". This narration does not sell features, but rather sells a feeling and a concept. Here are some stills taken from the video that resulted from the implementation of



the prototype stage:



**Picture 5. Final Video "The Meaning of a Home"**

Source (Instagram @adivasa.official)



**Picture 6. Final Video "The Meaning of a Home"**

Source (@adivasa.official)

Visually, this promotional video consciously avoids a rigid and commercial depiction of the property, focusing instead on creating a warm, comfortable, and personal atmosphere. The cinematography is dominated by elements that evoke a sense of comfort, such as the texture of a soft blanket, fresh flowers in a vase, and a neatly arranged modern interior. The use of warm lighting combined with natural light effectively gives the impression of a space that is airy yet remains intimate and welcoming. The choice to feature moments of family interaction—from a father teaching his child to cook to the togetherness of three generations at the dining table—is the core of this video's visual strength, shifting the focus from an inanimate object (the building) to living subjects (the family).

The slow-motion technique invites the audience to absorb each moment and reinforces the calm and peaceful nuance.

This visual atmosphere is significantly enhanced by the audio elements, where the gentle and soothing background music of a piano and string instruments serves as an emotional guide for the viewer, merging with the visuals to build a contemplative mood far from the impression of aggressive advertising. The narration in this promotional video is the central element that elevates the entire message from a mere property ad to an emotional reflection. The narrative strategy invites the audience to think and feel. Phrases like, "a place to rest, or a place where we feel comfortable?", gradually shift the definition of "home" from a physical object to an emotional experience. It uses universal, positive, and warm terms like comfortable, safe, calm, love, and gathering together. The peak of this narration is when the narrator concludes that "Home is where we feel comfortable," an affirmation that positions Adivasa Housing not as a seller of buildings, but as a facilitator of that feeling. The closing line, "It provides a sense of security and tranquility, making us feel like we are in the right place," functions as an intangible brand promise, where Adivasa indirectly becomes the answer to the search for the true meaning of home.

## **CONCLUSION**

The design of the promotional video for Adivasa Housing through the Design Thinking method successfully produced a video titled "The Meaning of a Home," which strategically answers the existing marketing problem. Through the application of an empathy-centered method, it was discovered that the key to reaching the target audience was to shift from a hard-sell approach to a soft-sell narrative focused on fulfilling the emotional needs for comfort, security, and family warmth. The resulting video concept went through prototype and testing stages, where validation from the target audience confirmed that this narrative-emotional approach was more effective in building connection and appeal. Thus, it can be concluded that the use of the Design Thinking method is an effective and relevant approach for creating property promotion media that is not only visually informative but also able to resonate deeply with the values sought by potential buyers.

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