Designing Ministry Profile Video Glow Community Church Medan Using Color Grading Technique

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Abstract

The development of informatics media technology supported by hardware and software systems has improved the quality and speed of information presented. This encourages various organizations, including churches, to be able to present information quickly and on target. Glow Community Medan (GCM) Church utilizes multimedia technology to support promotional activities and the preaching of the word of God digitally. One of the techniques used in improving visual quality is color grading. This research aims to design a ministry profile video at the GCM church with the application of color grading techniques and can improve the visual quality of the video and audience appeal. The resulting video is expected to be an effective promotional tool for the church.

Keywords: *Profile Video, Color Grading, Promotion*

1. Introduction

The development of informatics media technology supported by hardware and software systems has increased the quality and speed of information offered. Therefore, information service providers, especially multimedia information, are required to be able to present data in a short time and on target. The influence of the flow of multimedia information development does not only have an impact on information about company profiles or often called company profiles which are one way to introduce themselves [1]. Promotion is one way to introduce an institution [2], one of which is the Glow Community Medan (GCM) church located on Jl. M.H Thamrin No. 2CD, Perintis, Kec. Medan Timur, Medan City, North Sumatra. The beginning of the GCM church on March 22, 2020 and at that time the covid-19 virus was lively, so the inaugural online worship service (live streaming) began with the facebook fanpage @Dedy Zega Hamba Sukacita in the second floor living room of the house of the pastor Ps. Dedy Zega which coincides on Jl. Air Bersih No. 234, Binjai, Kec. Medan Denai, Medan City, North Sumatra. At that time the live streaming only used a cellphone and to accompany the singing with a manual guitar to produce 6.3 thousand impressions of worship.

After a few months we renovated the first floor room and with the seed money (collection) a speaker was bought on June 12, 2020. At that time there were also several teams that remained stand by every week for worship and the GCM church is still active until now. Therefore, the GCM church is one of the churches that utilizes multimedia information as a tool in the introduction and preaching of the word of God digitally. A camera is a tool for taking videos and photos. At the beginning of the emergence of photography was created as a tool for the benefit of making works of art only, but over time photography was used as a documentation tool as a dedication to beautiful moments [3]. The camera used is the sony alpha 7 brand (IVth generation). Through video and photo documentation of activities as a means of reporting [4], an important supporting aspect in increasing the attractiveness of visuals is color grading. Color grading is a technique used in adjusting color, color balance, and contrast or brightness levels with the aim of maintaining continuity between videos that will be put together into the expected appearance. Generally, the color grading process aims to enhance the beauty aspect of the entire video. Besides having an impact on visual aesthetics, the color grading process also affects the audience's perception and the message they want to convey through social media [5].

Previously, the GCM church published documentation of activities and promotions in the form of short videos (reels) and flayers only so that the results obtained were less than optimal and even hardly had sufficient appeal. Therefore, designing a good ministry video that has high appeal requires a professional, creative and informative editing process. There are 3 stages in the video production process, namely Pre-Production, Production and Post- Production. In this research, the most important is post-production, namely color grading which is included in the editing stage [6]. There are many types of applications (software) that can be used as tools, namely; Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro and Adobe After Effects.

This color grading technique gives editors very flexible control to adjust the atmosphere and tone of the video they are making, from basic color correction to very detailed and artistic manipulation. References from sources suggest that the techniques and tools in the above applications can provide video results with a more professional cinematic quality.

Based on the background description above, the author is interested in making research that is packaged in the form of "DESIGNING VIDEO MINISTRY PROFILE CHURCH GLOW COMMUNITY MEDAN USING COLOR GRADING TECHNIQUES".

2. Theoretical Foundation

2.1. Problem Analysis

Problem analysis is the process of observing a situation in depth and detail through the process of collecting, compiling, investigating, understanding data and determining the resolution of a situation. Problem analysis aims to find the real core of the situation and will later be resolved. The problem analysis carried out in this research includes analyzing the processes that run in the field, namely observing the design of ministry profile videos that have existed before, and conducting a study of how the color grading method works that will be applied in this research.

### 2.2. Analysis of the Ongoing Process in the Field

This research is a descriptive qualitative research that aims to describe and analyze the design of a ministry profile video using color grading techniques as a promotional tool. This research also aims to produce an effective profile video in terms of visuals and promotion, and to see the influence of color in improving the quality and visual appeal of the video. A qualitative approach was chosen because the video design process requires in-depth analysis of visual editing techniques that focus not only on numerical results but also on aesthetic aspects and audience experience.

This research was conducted at GCM church located at Jl. M.H. Thamrin No.2 CD, Perintis, East Medan sub-district, Medan City, North Sumatra. The subjects of this research include several parties involved in the process of making ministry profile videos at the GCM church, namely; the Glow Community Medan church multimedia team, which is responsible for video production, the GCM church congregation, which is the audience and target of the profile video. The team of writers who will create and apply color grading techniques to the profile video. The writer will collect various documentation related to the church profile, such as vision, mission, history, and previously documented activities. This documentation will be used as a reference to ensure the content of the profile video matches the character and purpose of the church.

2.3. Color Grading Method Used

The data that has been collected is analyzed using descriptive qualitative analysis methods. The author will evaluate the results of observations and interviews to determine whether the resulting video is in accordance with the objectives and characteristics of the GCM church. Analysis is also conducted on the application of color grading techniques by considering visual aesthetics, audience response, and the effectiveness of the video as a promotional tool. Pre-production analysis; involves evaluating concept planning and storyboarding as well as shooting preparation. Production analysis; the author assesses the quality of the footage produced and its suitability to the needs of the profile video. Post-production analysis; at this stage the author evaluates the final result of the video, especially the application of color grading techniques to ensure that the visual results meet the expectations of the audience and promotional objectives.

The mechanism or how the color grading method works can be seen in the diagram, as shown in Figure 3.1 below.
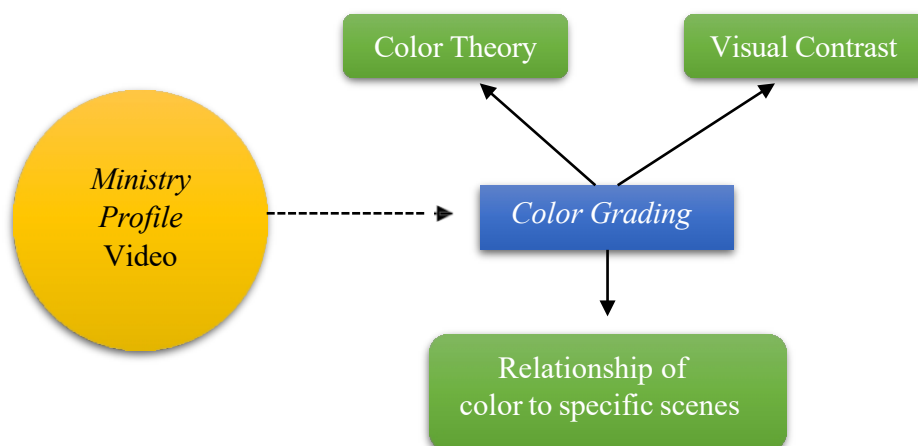
Figure 1: Color Grading Mechanism Diagram

The diagram above is a color grading mechanism that explains the process of applying color theory to produce a visual display that matches the concept or message of a ministry profile video. The following is an explanation of the elements of the diagram:
1. Video ministry profile; initial input in the form of a video profile that needs to be improved through the color grading process.

2. Color theory; refers to the basic principles of color such as color harmony, color wheel and color psychology. This theory becomes a reference in determining the color planet that matches the message or emotion to be conveyed.
3. Visual contrast; this element emphasizes the importance of creating contrast in visuals to make certain elements stand out and attract attention.
4. Color grading; this is the core process where color theory and visual contrast are applied to adjust the color, lighting and mood of the video to make it more aesthetically pleasing and in line with the concept.
5. Relationship of colors to specific scenes; once color grading is applied, the result creates a harmonious relationship between colors and specific scenes in the video. This ensures that each scene has an atmosphere that supports the narrative or message.
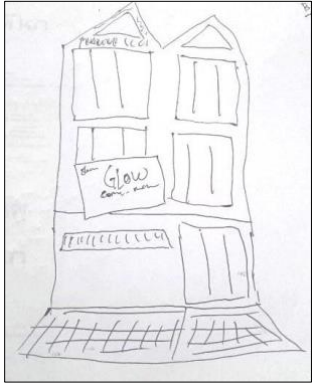
2.4. System Design

The stages of designing this ministry profile video were carried out through three main stages: Pre-production, production, and post-production.
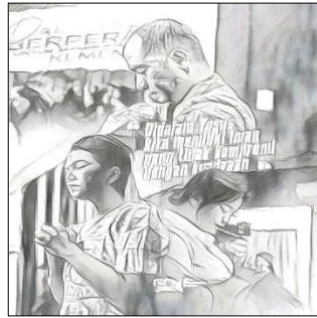
2.5. Pre-production

At this stage, the author carried out a design that included making storyboards, determining video concepts, and shooting arrangements. An analysis of technical needs, such as the type of camera, lighting, and shooting location was also conducted. In this stage, the author collaborates with the church multimedia team to prepare everything needed in the production process. The preparation of the storyboard in designing this ministry profile video can be seen in Table 1 below.

Table 1: Ministry Profile Video Storyboard

Scene	Storyboard	Audio	Description
1		Instrumental music	Duration: 10 seconds Showing the opening of the GCM logo (3D) which is formed little by little.
2		Instrumental music and voice audio	Duration: 40 seconds Showing the GCM church building and its location.
3		Instrumental music and voice audio	Duration: 1 minute Showing the church board and the vision and mission of GCM.

| 4 | | Instrumental music and voice audio | Duration: 3 minutes
Displays GCM's worship order, schedule, and church activities with a certain period. |

2.6. Production

In the production stage, shooting is carried out based on the storyboard that has been compiled. The shooting includes worship activities, services, and various other aspects of church activities that will be included in the profile video. Cameras and other multimedia equipment are used to obtain high-quality footage.

The equipment in producing this ministry profile video includes a camera, camera lens, memory and wireless mic as shown in Figure 2 to Figure 5 below.

Figure 2: Sony A7 IV Camera

Figure 3: Sony A7 IV Camera

Figure 4: Sony A7 IV Camera Memory

Figure 5: Sony Camera Wireless Mic

3. Post-Production

3.1. Research Methods

This stage involves the video editing process carried out using Adobe Premiere Pro and Adobe After Effects software. At this stage, the footage that has been taken will be edited and given visual effects, including the application of color grading techniques to create an atmosphere and feel that matches the church profile. Color grading is done to increase contrast, saturation, and improve the color quality of the video to make it look more visually appealing. In this video editing stage, several activities were carried out, including:

a. Organizing raw files such as footage, audio and graphic elements into folders.
b. Conducting an initial review of all footage to select the parts that will be used.

c. Cutting and arranging the footage on the timeline.
d. Adding transitions.
e. Synchronizing audio with video.
f. Managing certain footage with visual corrections, such as fixing shake using a warp stabilizer.
g. Providing text captions to the video.
h. Perform basic color correction to adjust exposure, contraction and white belence.
i. Apply color grading to create a certain mood.
j. Checking all footage to ensure there are no technical errors, such as blank frames or out-of-sync audio.

4. Research Results

The author will display the results of the Glow Community Medan profile ministry video rendering, which can be seen below:
1. Animation of the Glow Community Medan church 3D logo that forms little by little with a duration of 10 seconds, as shown in Figure 6 below.

Figure 6: GCM church logo

2. GCM Church Building and geographical location with a duration of 40 seconds, as shown in Figure 7 below.

Figure 7: GCM church building

3. Presenting the board and vision-mission of the GCM church for the period April 2025 to April 2026 with a duration of 1 minute, as shown in Figure 8 below.

Figure 8: Management and Vision-Mission of the GCM Church

4. Describes worship activities at the GCM church, as shown in Figure 9 below.

Figure 9: Worship activities in the GCM church

5. Explaining the time of worship each week, as shown in Figure 10 below.

Figure 10: Time of Sunday Worship

6.   Preaching the word of God by the GCM pastor, as shown in Figure 11 below.

Figure 11: Snapshot of the preaching of the word of God

7.   Ending the video by displaying the GCM logo and church location, as shown in Figure 12 below.

Figure 12: Ending Video

5. Conclusion

Based on the results of the research that has been done previously, the following conclusions can be drawn.
1.   By applying color grading techniques in video editing, clear and clear media images are obtained.
2.   The role of audio and text in profile videos produces complex information in a concise and interesting manner.
3.   With the Glow Community Medan church profile video, church members can find out information related to the church, and the wider community is more familiar with the existence of the church.

Acknowledgement

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