



APPLICATION OF 4D MODEL IN PROFILE VIDEO PRODUCTION AS MEDIA PROMOTION OF LOCAL POTENTIAL OF PAIT VILLAGE

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ABSTRAK

Kegiatan pengabdian kepada masyarakat ini bertujuan untuk mengembangkan media promosi berupa video profil yang merepresentasikan potensi dan identitas lokal Desa Pait. Pendekatan yang digunakan adalah model 4D (Define, Design, Develop, Disseminate) yang dilaksanakan secara sistematis dan partisipatif. Tahap Define dilakukan melalui observasi dan wawancara untuk mengidentifikasi kebutuhan riil desa dalam hal promosi digital. Tahap Design melibatkan warga dalam penyusunan storyboard, skenario narasi, pemilihan lokasi, dan elemen visual. Tahap Develop berfokus pada produksi konten dengan melibatkan masyarakat dalam pengambilan gambar, pengisian narasi, serta uji coba terbatas. Tahap Disseminate mencakup penyebaran video melalui kanal digital desa dan pemanfaatan dalam forum resmi. Hasil kegiatan menunjukkan bahwa penerapan model 4D mampu menghasilkan video profil yang tidak hanya informatif dan menarik secara visual, tetapi juga memperkuat keterlibatan warga, meningkatkan rasa kepemilikan, dan memperluas jangkauan promosi desa. Kegiatan ini juga berkontribusi dalam meningkatkan kapasitas digital komunitas, serta membentuk model replikasi pengembangan media berbasis nilai lokal.

Kata kunci: Pengabdian Kepada Masyarakat, Model 4D, Video Profil Desa, Promosi Digital

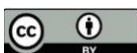
ABSTRACT

This community service activity aims to develop promotional media in the form of profile videos that represent the potential and local identity of Pait Village. The approach used is the 4D model (Define, Design, Develop, Disseminate) which is carried out systematically and participatively. The Define stage was conducted through observations and interviews to identify the real needs of the village in terms of digital promotion. The Design stage involved residents in the preparation of storyboards, narrative scenarios, location selection, and visual elements. The Develop stage focuses on content production by involving the community in shooting, narration filling, and limited trials. The Disseminate stage includes video dissemination through village digital channels and utilization in official forums. The results of the activity showed that the application of the 4D model was able to produce a profile video that was not only informative and visually appealing, but also strengthened community engagement, increased the sense of ownership, and expanded the reach of village promotion. This activity also contributes to increasing the digital capacity of the community, as well as forming a replication model for local value-based media development.

Keywords: Community Service, 4D Model, Village Profile Video, Digital Promotion

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INTRODUCTION

Digital transformation has presented a great opportunity for rural communities to raise and introduce their local potential to a wide audience through visual media that is attractive, informative, and easily accessible. One effective form of media to comprehensively convey a community's identity, cultural narrative and image is a profile video. This video is not only a documentation tool, but also a strategic promotional tool in the digital ecosystem. Ichwanto et al. (2025) emphasized that the development of local videos can strengthen community attachment to cultural values and expand promotional reach through various digital platforms. In this case, Pait Village in Malang Regency is a clear example of a region that is rich in natural potential, traditions, and superior products, but lacks visual media that can represent all of this wealth thoroughly and attractively.

Unfortunately, the process of profile video production in many villages is still conventional and one-way, without involving the community as the main subject in the construction of visual narratives. Borseková et al. (2023) highlighted that an instantaneous approach that ignores community participation often results in generic content, detached from cultural roots, and fails to authentically showcase the uniqueness of the village. This results in videos that lack the ability to deliver a moving message or build an emotional connection with the audience. Wibowo et al. (2025) reinforce this view by stating that the lack of community involvement in the creative process hinders the effectiveness of visual communication. Therefore, a more participatory, structured and adaptive approach to video production is needed, a collaborative process that places villagers as the main narrators of their identity.

One relevant approach to use is the 4D model introduced by Thiagarajan et al. (1974) and further developed by Irawan et al. (2018) in the context of digital media development. This model consists of four stages: Define to identify the needs and characteristics of partners, Design to design the narrative and visual structure, Develop to produce and test the feasibility of media, and Disseminate to disseminate content and obtain feedback from users. Yanti et al. (2023) stated that media developed through this reflective process were more successful in shaping a strong and credible image of the village. Meanwhile, Tarsidi et al. (2023) emphasized that involving citizens in every stage of digital content development encourages the formation of authentic narratives and is more easily accepted in public spaces, both local and digital.

METHOD

This community service activity was carried out with a media development approach based on the 4D model, which includes four systematic stages, namely Define, Design, Develop, and Disseminate. This approach was chosen because it is able to provide a structured framework, allowing the implementation team to design digital media that is not only relevant in content, but also contextual and participatory according to community needs. In the Define stage, the team identified the real needs in the field through observation and community dialogue; the Design stage focused on planning adaptive media content and forms; the Develop stage was used to produce local data-based media; while the Disseminate stage played a role in disseminating the results and empowering the community. The whole process is adapted to the socio-cultural conditions of Pait Village, Kasembon District, Malang Regency.



Figure 1. 4D Development Model

Define Stage (Needs Definition)

In the initial stage, activities focused on identifying partner needs through a series of participatory methods, namely field observations, semi-structured interviews with village officials, and group discussions with community representatives. The purpose of this process was to explore the main potentials of Pait Village, such as the advantages of natural tourism, local products typical of the village, as well as cultural values that wanted to be raised in the profile video narrative. This approach not only helped to understand the community's expectations in depth, but also ensured that the media developed was representative and contextualized. In addition, an analysis of existing promotional media was also conducted, to map the strengths, weaknesses, and strategic opportunities in developing visual content that is more attractive, communicative, and has an impact on the image and attractiveness of the village.

Design Stage (Media Design)

Based on the identification results in the previous stage, the service team then developed a storyboard for the profile video that was designed to contain a complete narrative flow, starting from the introduction of the identity of Pait Village, a brief history, local potential such as natural tourist destinations and superior products, to the delivery of a message of hope for the future of the village. Visualization of the scenario includes planning for shooting in strategic locations, writing a communicative narrative script (voice-over), and selecting background music that is in line with the character and nuances of the village. The design process was organized collaboratively through limited discussion forums with village partners, including village officials and community leaders, to ensure compatibility between content, visual style, and community aspirations. This approach also strengthens the sense of ownership of the community towards the media that will be developed.

Stage Develop (Video Development and Production)

At this stage, the video production process was carried out directly in the field by involving various technical devices, such as DSLR cameras for ground shooting and drones to capture aerial visuals that strengthen the attractiveness of the Pait Village landscape. In addition, a narrator's voice was recorded to support the video narration, as well as visual and audio editing using professional editing software to produce an attractive and informative composition. The production process was not only technical, but also participatory, as it involved internal validation from village partners. They provided constructive feedback on visual aspects, word choice in the narrative, and content adjustments to better reflect local identity. Prior to the finalization stage, the video prototype was tested on a limited number of community groups to obtain initial feedback that was used as a basis for improvement, so that the resulting media was truly relevant, representative and meaningful to the community.

Disseminate and Feedback Stage

The final stage of this activity focused on the dissemination of the results by distributing the profile video through Pait Village's official digital channels, such as YouTube and Instagram, to reach a wider audience, including the younger generation and potential partners. In addition, the video was also shown in strategic forums such as the Village Development Plan Meeting (Musrenbangdes) as a form of identity strengthening and internal village promotion. The service team also handed over an official copy of the video to the village government as supporting media in establishing cooperation with external parties, both from the public and private sectors. To measure the effectiveness of the media, an evaluation was conducted by collecting responses from the target audience and village officials regarding the usefulness, attractiveness, and contribution of the video in building a positive image and increasing the competitiveness of Pait Village at the regional level.

RESULTS AND DISCUSSION

RESULTS

Define

The Define stage in this service activity begins with a systematic approach to identify needs and analyze the actual conditions of visual promotion practices in Pait Village. The service team conducted direct observations in the field to document the natural potential, daily activities of residents, and local social and cultural dynamics. These observations were complemented by semi-structured interviews with a number of key informants, such as the village head, village officials, traditional leaders, MSME players, and youth organizations. The data collected revealed that the existing promotional practices are still sporadic and not well coordinated. The content spread across social media tends to be personalized, without a unified narrative, consistent visual strategy, or representations that reflect the collective identity and distinctive advantages of the village as a whole.



Figure 2. Observation process with traditional leaders and UMKM

In response to the initial findings, the service team facilitated a participatory discussion forum involving various elements of the Pait Village community. This forum became an inclusive and productive dialog space, where high enthusiasm was shown by the village government and residents towards the idea of making a village profile video. The hope is that this video will not only serve as an external promotional medium, but also be able to represent honestly, proudly and authentically the village's rich local potential. During the discussion, a number of excellent potentials were identified that reflect the unique character of the village, such as the community coffee plantation that is managed in mutual cooperation, the production of cassava chips by the women's group, and cultural practices such as the village celebration tradition and hadrah performances. A collective realization also emerged that well-designed visual media could be a strategic tool to introduce the village to a wider audience while strengthening cultural identity and a sense of belonging among its residents.

The entire process at the Define stage showed that the need to develop a video profile of Pait Village was not merely driven by the desire for promotion or external branding, but was also born from the internal aspirations of the community to build a positive, inspiring and sustainable collective narrative. This drive reflects the desire of the community to have a media representation that reflects their identity in a complete and meaningful way. This finding became a crucial foundation in designing a media design that was not only visually outstanding, but also authentic and reflective of the local values upheld. Thus, this Define stage emphasizes the urgency of a participatory approach, where effective media design must be born from a dialogical process with citizens as the owners of the story, not merely the result of external construction. This approach ensures that the media developed is truly relevant, contextualized and has a long-term impact.

Design

The Design stage is focused on the process of designing the content and visual structure of the profile video that responds to the results of the needs identification in the previous stage. In this process, the service team and residents collaboratively compiled a storyboard that represented the narrative flow in a coherent, communicative, and meaningful manner. The storyline begins with an opening segment that displays the geographical position and brief history of Pait Village, then continues to the main section that illustrates the potential of the village, such as the agricultural sector based on smallholder coffee plantations, micro business activities such as the cassava chip industry, and cultural wealth in the form of local traditions and arts. The final section closes with a reflective narrative that voices the collective hopes of residents for the future of the village. This narrative is designed to present a message that is informative, authentic, and touches the emotional side of the audience.

The visualization of scenarios in the Design stage is designed through a collaborative process that involves the active participation of various elements of the community. The service

team facilitated a limited group discussion consisting of youth leaders, representatives of MSMEs, village officials, and PKK mothers to formulate the main visual elements to be displayed in the video. The results of the discussion determined five main shooting locations that were carefully selected based on their aesthetic value as well as their symbolic meaning. The village entrance gate was chosen as a symbol of openness and welcome, the people's coffee plantation represents the spirit of mutual cooperation and agrarian productivity, the chip production house reflects the independence of the local economy, the village hall illustrates the center of services and community interaction, and the local cultural procession is a form of tradition preservation. The selection of these points is intended to represent the identity of Pait Village as a whole and down to earth.



Figure 3. Preparation of scenario and story board

Active community participation was also evident in the process of selecting the narrator and the narrative language style used in the profile video. Through joint deliberation, it was agreed that the narrator would come from among the village youth who have good articulation skills and understand the local social and cultural context, so that the delivery of the narrative feels natural, down-to-earth, and able to touch the hearts of the audience. To strengthen the emotional appeal, the villagers also suggested the use of background music that combines traditional and modern instruments with a soft tempo to create a touching and calming atmosphere. In addition, the color tone of the video was chosen to have a warm tone to create a friendly, unpretentious and harmonious impression. All these visual and auditory elements are packaged in an integrated design that not only conveys information, but also builds a positive image of Pait Village as a potential, competitive village with a strong character.

Develop

The Develop stage is an implementative phase that focuses on the production of village profile video content based on the results of the structured design at the Design stage. The production process was carried out for two full days and involved close collaboration between the service team and the Pait Village community, creating a participatory and enthusiastic working atmosphere. The technical team consisted of two camera operators, one local narrator who had been selected through community discussions, and one audiovisual editor who was responsible for compiling the recordings into a complete visual narrative. The shooting was done using DSLR cameras and drones, allowing documentation from various dynamic and cinematic viewpoints. This process also takes into account aspects of natural lighting, visual composition, and aesthetic values to produce attractive, representative, and characterful impressions.

The voice narration recording process was carried out using the voices of village youth who had previously been agreed upon through a community discussion forum, as a form of authentic

local representation. The regional accent was deliberately maintained to strengthen the authenticity and create an emotional closeness between the narrator and the audience. The narrative script that has been compiled is read with calm and expressive articulation, blending harmoniously with the background music which is also the result of the choice of the residents, namely a blend of traditional and modern instruments with soft nuances. The entire shooting session was carried out in accordance with the storyboard sequence that had been designed together, starting from shooting at the village gate, then continuing to agricultural activities, MSME production, to scenes that record the cultural wealth and social interactions of residents as a form of vibrant and dynamic community life.



Figure 4. Video Shooting Process

After the entire shooting and initial editing process was completed, the video in draft form was presented in a limited trial forum involving various elements of the community. The forum was attended by representatives of farmer groups, PKK women, youth organizations, and village officials, who collectively represented the voice of the Pait Village community. This session became an evaluative space that was utilized to gather direct feedback from the community, both in terms of the technical and substance of the video content. Various inputs were constructively conveyed, including the need to adjust the volume of the narration to be more balanced with the background music, the alignment of visual transitions between segments to be smoother, and the addition of footage featuring village youth activities in digital technology training and entrepreneurial activities as a representation of the dynamics of the progressive younger generation.



Figure 5: The Process of Dubbing, Editing, And Reviewing the Video

All feedback obtained from the pilot forum was immediately followed up in the video revision process, with technical adjustments and additional content deemed relevant by the villagers. After going through a refinement process, the final prototype was reviewed with village officials in an official meeting, and approved as a profile video to be used as the official promotional media for Pait Village. This Develop stage emphasizes that media production is not just a technical process, but also a reflective and participatory space that involves real contributions from the community. Through this collaborative approach, local values were authentically translated into a communicative and quality visual language, so that the video not

only represents the potential of the village, but also strengthens the collective identity and pride of its residents.



Figure 6. Video Profile of Pait Village

Disseminate

The Disseminate stage focused on strategies for disseminating and utilizing the collaboratively developed profile videos. After obtaining final approval from the village government and community representatives, the Pait Village profile video was uploaded to the village's official YouTube channel and disseminated through the social media account @pemdspaikasebonmalang as the main channel for digital distribution. The selection of these platforms was based on considerations of wide audience reach, ease of access across devices, and the potential for viral spread through public interaction and participation. This effort is expected to increase the visibility of the village in the eyes of the public, including potential partners, tourists, and other stakeholders. In addition to digital distribution, the video was also screened at the Musrenbangdes 2025 forum as part of a strategic presentation that emphasized the importance of development based on local potential and cultural identity owned by the village.

Initial responses to the screening of the Pait Village profile video showed high enthusiasm from the villagers present. Many of them stated that this was the first time they had seen the village's potential presented in a complete, aesthetic and professional manner through digital media. It opened the eyes of the villagers to the local wealth that may have been taken for granted, but in fact has tremendous value if packaged appropriately. A sense of pride grew, followed by motivation to be more actively involved in the village development process. Many expressed a desire to contribute to the promotion or preservation of local culture. Indirectly, this video sparked a collective awareness of the importance of maintaining local wisdom values while strengthening village identity through a media approach that is relevant to the digital era.

From an institutional perspective, the Pait Village profile video has had a tangible positive impact. The village government reported that the video has been used in various strategic forums, including presentations to potential Corporate Social Responsibility (CSR) program partners as well as being an integral part of the official proposal submitted to the Malang District Tourism Office. The response from external partners was encouraging; several expressed appreciation for the quality of the video production and expressed interest in further collaboration in developing the village's potential. In addition, the video was also used as sample material in digital training for residents, especially the younger generation, thus encouraging new initiatives to develop media production skills independently. This opens up opportunities for the growth of village creative ecosystems based on participation and empowerment.



Figure 7. The Process of Submitting Profile Videos To The Village Government

Thus, the Disseminate stage does not merely result in the publication of content in the form of profile videos, but also opens up space for wider and strategic utilization in various aspects of village development. The video serves as an effective communication tool to reach external partners, strengthen the village's bargaining position in program proposals, as well as an educational medium in training residents, especially the younger generation. The video also strengthens the image of Pait Village as a community that is adaptive to technology, creative in expressing local identity, and ready to build cross-sector cooperation networks. The long-term impact of this dissemination process lies not only in the existence of the content, but also in how the content triggers social transformation, empowerment and potential-based development from within the community itself.

DISCUSSION

The application of the 4D model (Define, Design, Develop, Disseminate) in community service activities in Pait Village proves the effectiveness of a systematic approach in developing promotional media based on local potential. Each stage in this model is carried out in a structured and participatory manner, starting from identifying the needs of residents (define), designing visual concepts (design), digital content production process (develop), to disseminating the final results through relevant platforms (disseminate). This process not only produces informative and aesthetic media, but also strengthens the active involvement of the community in producing the visual narrative of their village. In line with Akbar & Edelenbos' (2021) view, the success of digital media is not solely determined by technical aspects, but also by its ability to represent the social and cultural identity of the community. The 4D-based collaboration in Pait Village is proof that this approach can strengthen local empowerment through media.

The Define stage is a crucial foundation that determines the direction and success of media development in community service activities. Through field observations and in-depth interviews, a comprehensive mapping of the objective potential of Pait Village was conducted while identifying the hopes and aspirations of residents regarding the digital image they want. This approach is in line with Jati's (2023) view, which emphasizes the importance of local needs in media design so that the results are not only informative, but also have strong cultural relevance. In addition, the involvement of citizens from the beginning in building the narrative through a participatory approach helped create a sense of ownership and emotional attachment to the media developed. This is reinforced by the findings of Rebelo et al. (2020) which show that digital content developed in a bottom-up manner is more accepted by the community because it is full of meanings that are formed collectively.

At the Design stage, community involvement is a central element in ensuring that the media

developed reflects local identity authentically. Pait villagers not only served as the source of the story, but were also actively involved in designing the narrative structure, determining the visual style, and selecting audio elements such as background music that fit the local atmosphere. This approach is in line with the findings of Mitchell et al. (2018) who emphasized that media design based on citizen participation can produce narratives that are more authentic and rich in emotional depth. This involvement is even more evident when residents collectively choose local narrators and use typical village accents as a form of affirmation for the representation of local voices. This decision reflects the community's critical awareness of the importance of building credibility and message appeal through linguistic aspects. This is also reinforced by Juppi (2023) who states that the elements of voice, dialect and intonation in community videos have a major influence on the perception of authenticity and relatability of the message for external audiences.

The Develop stage of the video media development process in Pait Village shows that content production is not just a technical activity, but also a reflective space that integrates local values with recognized digital quality standards. In this stage, video trials and open revision sessions provide a platform for constructive dialogue that brings together the aspirations of the community with the technical considerations of the production team. This process is in line with the findings of Rojas et al. (2005) who highlighted that the revision phase in participatory media production is an important moment of collective learning, where communities and facilitators share insights equally. Not only do they provide input, but they are also involved in making final decisions regarding visual content, narrative order, and message emphasis. This collaborative approach, as stated by Sitter et al. (2020), contributes greatly to strengthening the sense of community ownership of the media produced, as well as opening up opportunities for the sustainability of producing similar content independently in the future.

The Disseminate stage confirms that the media developed through citizen participation not only functions as a promotional tool, but also has multiple impacts on the community. The profile videos produced are not only shown on public channels, but also utilized in formal forums such as Musrenbangdes and development partner meetings as a form of visual diplomacy that represents the village's collective identity and aspirations. The successful dissemination of this content through social media platforms expands the reach of the audience, while shaping a positive image of Pait Village in the eyes of the wider public. This is in line with the results of research by Okonkwo et al. (2023) who stated that digital media that combine local values with modern visual approaches have a higher level of acceptance across communities. In addition, the involvement of village youth in learning the content production process independently shows the after-effects of this activity on increasing the capacity and empowerment of residents. This view is reinforced by Sigurjonsson et al. (2024) who mentioned that the success indicator of media dissemination can also be seen from the emergence of derivative initiatives that support community sustainability and independence.

Overall, the implementation of the 4D model in community service activities in Pait Village proves that this approach has broad relevance, not only in the context of developing learning media in formal educational spaces, but also in the production of locality-based community content in rural areas. Each stage from Define, Design, Develop, and Disseminate provides space for shared reflection, active participation, and a learning process that involves various roles, ranging from residents, youth, to academic assistants. Such an approach is in line with Sathorar & Geduld's (2021) analysis that collaboration based on a transformative development model can strengthen social relations between educational institutions and grassroots communities, creating a form of service that is not one-way, but participatory and empowering. In the context of Pait Village, the profile video produced is not just a medium for visual representation, but has grown into a collective narrative that strengthens the digital identity of the village and increases the confidence of residents to actively contribute to the development of their own area.

CONCLUSION

Community service activities in Pait Village using the 4D model approach (Define, Design, Develop, Disseminate) have succeeded in producing a representative, participatory, and contextual village profile video. Each stage was carried out systematically by actively involving the villagers, starting from identifying needs, designing visual content, the production process, to disseminating the results. This approach not only produces informative promotional media, but also strengthens community involvement and ownership of the village identity narrative. The developed profile video has been used in various official forums and digital media as a branding tool and promotion of local potential. These results prove that the 4D model is highly relevant in community-based media development that is oriented towards local values and empowerment. In addition to strengthening the village image, this activity also increases the capacity of residents in digital content production independently and sustainably.

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