

Empowering HIMPAUDI Members in Central Java through Product Photography and Videography Training for Digital Promotion

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Abstract: This community service program aims to empower HIMPAUDI members in Central Java through product photography and videography training for digital promotion. The primary issue faced by the community partners was the limited ability to produce visually appealing, professional, and social media-ready visual content. The implementation method employed a participatory training approach based on hands-on practice, including material presentation, demonstrations, practical exercises, mentoring, and evaluation of participants' work. The training materials covered fundamental product photography techniques, lighting, composition, camera angle selection, photo editing using Photoroom, product video creation, and video editing using CapCut. The results of the program indicated an improvement in participants' understanding and skills in utilizing smartphones as tools for producing digital promotional content. Participants were able to create clearer, brighter, more proportional, and visually appealing product photographs, as well as simple product videos using zoom-in, zoom-out, and left-to-right techniques. This program contributed positively to enhancing the visual literacy, self-confidence, and independence of HIMPAUDI members in Central Java in producing sustainable digital promotional content.

Kata kunci: HIMPAUDI, product photography, product videography, digital promotion, community empowerment

Introduction

Digital transformation has shifted the promotional strategies of organizations, communities, and business actors from conventional communication toward digital media. Social media has become a strategic platform for introducing products, services, and institutional activities in a broad, fast, and interactive manner. It also plays a significant role in shaping audience perceptions, engagement, and decision-making processes (Dwivedi et al. 2020). In small businesses and community-based organizations, the quality of digital content determines the effectiveness and attractiveness of promotional messages (Zeng, Xu, and Wu 2022).

Visual content, particularly product photography and videography, is essential

for building product image, trust, and appeal. Clear, well-lit, and proportionate visuals help audiences quickly understand the form, quality, and value of a product. User interaction with social media content has been associated with purchase intention and consumer engagement (Onofrei, Filieri, and Kennedy 2022). Effective social media marketing activities also strengthen trust, brand image, and audience interest (Moslehpour et al. 2022).

The ability to create visual content has become a necessity for communities seeking to promote their products and activities independently. Informative, engaging, and relevant content can strengthen the relationship between organizations and their audiences (Ibrahim, Aljarah, and Ababneh 2020). High-quality visuals also enhance perceptions of professionalism and improve product competitiveness in the digital marketplace (Khan, Fatma, and Amoroso 2020). Therefore, product photography and videography training is highly relevant for improving visual literacy and digital marketing skills.

Members of HIMPAUDI (The Indonesian Early Childhood Educators and Education Personnel Association) in Central Java possess considerable potential to develop digital promotion for products, services, and institutional activities. However, this potential must be supported by technical skills in producing attractive and publishable content. The digital competencies of productive communities need to be strengthened to adapt to technology-based marketing practices (Adi et al. 2023). Digital marketing training has also been proven to improve participants' understanding of social media utilization as a promotional medium (Agustin 2022).

One of the main challenges in digital promotion is the low visual quality of content. Products with strong market value may appear less attractive when lighting is inadequate, camera angles are disproportionate, backgrounds are untidy, and editing is suboptimal. Product photography training has been shown to help participants produce promotional visuals that better meet marketing needs (Satirah et al. 2023). Smartphone-based photography assistance is also effective because mobile devices are widely accessible to the community (Jamiati, Handayani, and Fadhillah 2025).

This program was designed through product photography and videography training using smartphones, Photoroom, and CapCut. The training materials covered pre-production, setup, production, post-production, publication, evaluation, and shooting techniques such as eye level, high angle, flatlay, low angle, and macro angle. Smartphone utilization is highly relevant because mobile technology is increasingly dominant in digital marketing activities (Gobang 2024). Mobile-based editing applications also enable participants to create promotional content in a practical, efficient, and cost-effective manner (Rofianto et al. 2024).

Product videography training is equally important because digital content consumption is increasingly shifting toward short-form video. Short videos can deliver

promotional messages concisely, attractively, and in a highly shareable format. Short-video platforms have become new distribution channels that influence repurchase intention (Lin, Chen, and Zhang 2022). Useful, accessible, and entertaining short-video content also affects consumer trust and purchase intention (Luo et al. 2025).

Based on the above background, this community service program aims to empower HIMPAUDI members in Central Java through product photography and videography training for digital promotion. The program focuses on improving participants' understanding of product visuals, shooting techniques, basic editing skills, and readiness to publish digital content. Practice-based training is considered relevant because it enhances participants' skills through direct experience (Pradana et al. 2025). This activity is expected to strengthen the capacity of HIMPAUDI members to produce engaging, professional, and sustainable digital promotional content (Mavilinda et al. 2022).

Method

This community service program employed a participatory training approach based on hands-on practice. This approach was selected because the program focused not only on delivering theoretical material but also on improving participants' practical skills in producing product photographs and videos for digital promotion. Participants were actively involved throughout the entire process, including concept introduction, technical demonstrations, independent practice, mentoring, and evaluation of their work.

The program was conducted for HIMPAUDI members in Central Java on May 9–10, 2026, at Hotel Horison Kota Lama Semarang. The training materials were designed based on participants' needs in creating smartphone-based promotional visual content using the Potoroom and CapCut applications. The training focused on mastering basic product photography and videography techniques, simple editing skills, and digital content publication.

The implementation of the program consisted of five main stages as follows.

1. Identification of Partner Needs

The initial stage aimed to identify participants' challenges in digital promotion. The results indicated that participants still faced limitations in producing product photos and videos, optimizing smartphone usage, understanding lighting techniques, composition, shooting angles, and visual content editing.

2. Planning and Material Development

The training materials were designed in a practical and applicable manner to ensure ease of understanding and implementation. Product photography materials included photo production stages, lighting techniques, lens and product cleanliness,

camera grid utilization, tripod usage, visual composition, and shooting angle selection. Product videography materials covered video production stages, smartphone shooting techniques, zoom in, zoom out, and left-to-right techniques, as well as video editing using CapCut. Participants also received training in photo editing using Photoroom and preparation of social media-ready content.

3. Training Implementation

The training was conducted through interactive lectures, live demonstrations, independent practice, mentoring, discussions, and question-and-answer sessions. Participants were introduced to several shooting techniques, including eye-level angle, high angle, flatlay/bird's-eye view, low angle, and macro angle. In addition, participants learned about natural lighting, the use of simple reflectors, product arrangement, background selection, and camera stabilization using tripods.

4. Practice and Mentoring

Participants created product photos and videos using their own smartphones. The products used included food, beverages, accessories, and simple packaged goods. The service team provided direct mentoring to help participants improve image sharpness, visual composition, lighting quality, video stability, and the suitability of product appearances for social media promotion.

5. Program Evaluation

Evaluation was conducted through practice observation, assessment of participants' photos and videos, discussions, participant feedback, and documentation of participants' work. The success of the program was reflected in the participants' improved ability to produce more attractive, clear, proportional, and publishable visual content. In addition, participants demonstrated increased confidence in utilizing digital technology as a medium for promotion and publication.

Results

The community service program in the form of product photography and videography training for HIMPAUDI members in Central Java was successfully conducted on May 9–10, 2026, at Hotel Horison Kota Lama Semarang. The program focused on improving participants' skills in creating digital promotional visual content using smartphones, Photoroom, and CapCut.

Program Implementation

The training activities consisted of:

1. Material presentation
2. Demonstration of product photography and videography techniques
3. Hands-on participant practice

4. Mentoring by the service team
5. Evaluation of participants' work

The training materials included:

1. Product photography stages: pre-production, setup, production, post-production, publication, and evaluation.
2. Product videography stages: pre-production, production, post-production, rendering, publication, and evaluation.
3. Smartphone utilization techniques for producing promotional visual content.



Figure 1. HIMPAUDI Digital Marketing Empowerment Workshop

Improvement of Participants' Understanding

The results indicated an improvement in participants' understanding of the importance of high-quality product photography and videography. Before the training, some participants captured product images without considering lighting, lens cleanliness, background arrangement, or composition. After the training, participants understood that every visual element influences audience perception. Participants learned several fundamental principles of product photography:

1. Ensuring products are clean and well-organized
2. Using natural lighting or additional lighting sources
3. Utilizing simple reflectors
4. Activating camera grid features
5. Using the main camera lens to avoid distortion
6. Using tripods to maintain image stability

Ability to Apply Shooting Angles

Participants were able to practice various shooting angles according to product characteristics, including:

1. Eye-level angle, to present products realistically and proportionally
2. High angle, to display product dimensions more informatively
3. Flatlay/Bird's-eye view, to create aesthetic, organized, and modern visuals
4. Low angle, to create a strong, dominant, or luxurious impression
5. Macro angle, to highlight product details such as textures, materials, labels, stitching, or small components

Through these practices, participants understood that angle selection should align with promotional objectives and product characteristics.

Product Photography Practice Results

During the practice session, participants used their smartphones to photograph food, beverages, packaged products, accessories, and other simple objects. The results demonstrated improvements in visual quality, including:

1. Sharper product focus
2. More balanced lighting
3. Cleaner backgrounds
4. More proportional product positioning
5. Better image composition
6. Greater variation in shooting angles
7. More promotion-ready photographs



Figure 2. Digital Promotion Training Session

Photo Editing Skills Using Photoroom

Participants also gained photo editing skills using Photoroom. The application was utilized to:

1. Remove backgrounds
2. Replace backgrounds

3. Enhance product appearance
4. Prepare images for publication

The training results showed that participants were able to independently perform basic photo editing, transforming ordinary images into cleaner, more professional, and visually appealing promotional content.

Improvement of Product Videography Skills

During the videography session, participants learned simple smartphone-based techniques, including:

1. Zoom in
2. Zoom out
3. Left-to-right movement

These techniques were considered suitable for short promotional content on social media because they effectively highlighted product details and created more dynamic visuals.



Figure 3. Digital Marketing Training Activity

Video Editing Using CapCut

Video editing training was conducted using CapCut. Participants were introduced to basic features such as:

1. Trimming video clips
2. Arranging sequences
3. Adding text
4. Adjusting video duration
5. Applying simple transitions
6. Preparing videos for social media upload

The practice results indicated that participants were capable of producing simple yet more attractive and informative short promotional videos.

Challenges During the Program

Several challenges emerged during the training:

1. Different levels of participant familiarity with the applications
2. Limited experience in visual composition arrangement
3. Difficulties maintaining smartphone stability during recording
4. Limited practice time
5. Variations in smartphone camera quality
6. Internet connectivity issues affecting application usage

These challenges were addressed through direct and gradual mentoring by the service team.

Discussion

The results of the program indicate that hands-on practice-based training was effective in improving participants' skills. Participants not only received theoretical explanations but also directly experienced the process of creating visual content. This training model is particularly suitable for communities and social groups that require practical skills and immediately applicable outcomes.

The use of smartphones as the primary tool was also an appropriate choice because nearly all participants already owned and used these devices in their daily lives. By utilizing smartphones, the training became more accessible and did not rely on professional photography equipment. This demonstrates that limited access to advanced tools is not the main barrier to producing digital promotional content, as long as participants understand the basic techniques of image capture, lighting, composition, and editing.

Furthermore, the use of Photoroom and CapCut enabled participants to create more attractive content without requiring complex design skills. Both applications allowed participants to perform editing processes quickly and efficiently. Therefore, this training not only improved participants' technical competencies but also broadened their understanding that digital promotion can be conducted independently using readily available tools.

Conclusion

The community service program through product photography and videography training for HIMPAUDI members in Central Java successfully improved participants' understanding and skills in creating visual content for digital promotion. Participants gained an understanding of the importance of photo and video quality, lighting, composition, shooting angles, and the utilization of smartphones as practical

content production tools.

Through hands-on practice, participants were able to perform basic editing using Photoroom and CapCut, producing clearer, brighter, more proportional, and visually appealing product photographs, as well as short videos using zoom-in, zoom-out, and left-to-right techniques. This program strengthened participants' visual literacy, self-confidence, and independence in promoting products, services, and institutional activities in a professional and sustainable manner.

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