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Enhancing teachers' social media image through CapCut-based video content training

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ABSTRACT

This community service program aimed to enhance the digital marketing competencies of teachers at Yayasan Nurul Amal through video content-based strategies. In the digital era, social media is a critical platform for educational institutions to strengthen their online visibility and institutional identity. As a partner in this program, Yayasan Nurul Amal faced challenges in establishing a strong digital presence to support student recruitment. The training introduced the use of the CapCut application to produce engaging and strategic video content, combining theoretical sessions on digital marketing with practical video production workshops. The program resulted in improved participant skills in digital content creation and the strategic use of social media for institutional branding. These outcomes are expected to contribute to the foundation's credibility and broaden its online audience reach.

1. Introduction

In the ever-evolving digital age, technological advancements have significantly transformed the landscape of communication and marketing. The integration of various digital tools has enabled the development of more effective strategies to promote products or services to a broader audience. One strategy that has gained traction across sectors—including education—is digital marketing.

Digital marketing refers to efforts to introduce or promote a brand through digital media platforms (Ardani, 2022). For educational institutions, digital marketing plays a vital role in enhancing the appeal, credibility, and relevance of their programs to the public. However, effective digital marketing not only requires innovative approaches but must also align with ethical standards and respectful communication in accordance with the values upheld by educational institutions.

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Among the various forms of digital marketing, video content has emerged as a powerful promotional medium. Videos can convey messages in a compelling and accessible way without the need for additional verbal explanation (Maidasari et al., 2021). Video marketing has been shown to significantly increase brand awareness and influence consumer decision-making. The integration of video-based strategies with a focus on brand identity can positively impact the audience's perception and actions, including their choice of educational institutions.

To support effective digital marketing, the availability of user-friendly yet professional-grade video editing tools is essential. CapCut, a video editing application developed by ByteDance, has become a popular choice for creating marketing videos (Nurhasani & Luthfi, 2024). The application offers a range of advanced features while remaining accessible to beginners, enabling users to produce creative, engaging, and informative content. Its ease of use and quality output make CapCut a suitable tool for implementing digital marketing strategies within the education sector.

Based on this background, the present community service program aims to develop digital marketing competencies among teachers at Yayasan Nurul Amal through training in video content creation using the CapCut application. This initiative seeks to strengthen the institution's branding and increase student enrollment by employing creative and ethical digital marketing strategies. A strong organizational image has been shown to significantly influence consumer decisions (Kusuma et al., 2022).

2. Literature review

2.1. Digital marketing

Digital marketing is any effort to market goods or services using electronic devices or the internet (Desai, 2019). Digital marketing can use email, social media, and websites to connect with current customers or find potential customers. Marketing using digital platforms is proven to have a significant influence on consumer purchasing decisions, especially at this time (Harto et al., 2021).

2.2. Brand image

Brand image is the views and beliefs of consumers about a brand, which is reflected through the associations that are embedded in their memories, and is the first thing that comes to mind when they hear the brand's slogan and imprints in their minds (Kotler & Keller, 2016). A good image in the minds of consumers is a valuable asset that must be maintained by the Organization and even improved, the image has influence on consumer views (Zakaria et al., 2023). The better the brand image in the minds of consumers will increase satisfaction (Wibowo et al., 2022).

3. Methods

3.1. Partner selection

In selecting partners, the team received information from the Head of the Yayasan Nurul Amal, East Jakarta that teachers have limitations in creating digital marketing content, especially on social media. Then the community service team was formed according to the field of knowledge needed by the partners.

3.2. Design and work steps

The design and implementation steps of this community service program are presented in Table 1.

Table 1. Workflow implementation

Preparation	1. Direct observation to Yayasan Nurul Amal.
	2. Interview with the Head of the Foundation to find out the problems.
	3. Discussion with the Foundation to form a suitable training system.
	4. Video recording as teaching material for training.
Implementation	1. Exposure of digital marketing material.
	2. Hands-on practice: using the Capcut application.
	3. Giving assignments to teachers to make videos according to the materials provided.

3.3. Implementation procedure

1. Preparation.
   This stage is carried out direct observation to the service location. Observations are useful for knowing the conditions and expectations of teachers and the head of the Yayasan Nurul Amal, regarding the ability to create digital marketing content. Observations were carried out twice on different days, the first day conducting an interview with the Head of the foundation to explore information about the skills needed by Yayasan Nurul Amal teachers. The second day was a discussion with the board of teachers to provide an overview of the training to be implemented, as well as confirm the willingness of partners. Observation is very important to realize the success of the community service activity itself.

2. Implementation.
   The implementation carried out by the community service team was carried out in 2 stages. The first stage is socialization, socialization is given to Yayasan Nurul Amal Teachers regarding digital marketing using social media platforms. The

second stage is training, training is given to Yayasan Nurul Amal Teachers to make videos using the Capcut application. This training consists of editing, adding video text, selecting templates, and making videos manually.

4. Results

4.1. Predecessor activity

On November 25, 2024, the team conducted the first interview with the Head of the Yayasan Nurul Amal, East Jakarta, to discuss the need for appropriate training to support the skill development of teachers. The second interview was held on December 15, 2024, with the teachers to present the proposed training program based on the previous discussion and to obtain approval from the community service partners. At this stage, the community service team also recorded videos to be used as training materials.

4.2. Implementation of community service activities

The implementation of the community service program consisted of the following activities:

1. Opening

    The event began with the master of ceremonies leading the agenda, including an opening prayer, welcoming remarks from the Head of the Foundation, and remarks from a representative of the community service team (see Figure 1 and Figure 2).
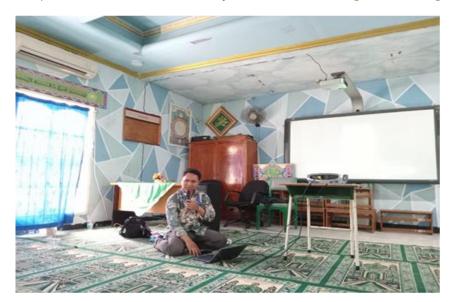

Figure 1. Opening of the event by the MC

Figure 2. Welcome address by the Yayasan Nurul Amal

2. Presentation of digital marketing material and introduction to the CapCut application

   The first session covered Digital Marketing, including its definition, types, tips and tricks, and media platforms, followed by a question-and-answer session. The second session introduced the CapCut application and its features, such as design, elements, text, templates, uploads, and downloading completed videos, which was also followed by an interactive discussion (Figure 3).

Figure 3. Presentation of digital marketing and CapCut materials

3. Video creation practice

   Participants practiced creating videos using CapCut, focusing on promoting the school through showcasing student learning activities. The community service

team and students assisted participants during the session, and sample videos were provided to guide the process (Figure 4).

Figure 4. Training on making promotional videos with CapCut

Figure 5. Handover of plaque from community service Team to Yayasan Nurul Amal

4. Appreciation

The videos produced by participants were played for all attendees, serving as recognition of their efforts and creativity.

5. Closing

The program concluded with a short quiz containing three questions related to CapCut and digital marketing, followed by a group photo session with the community service team and partners (see Figure 5, Figure 6, and Figure 7).

Figure 6. Photograph with the Yayasan Nurul Iman team

Figure 7. Community service team

5. Discussion

The community service program involving training on the use of the CapCut application for teachers is highly relevant to the current demand for strengthening digital capacity within the school environment. The primary objective of this activity is to empower teachers to operate video editing applications independently, enabling them to produce promotional content for the school—particularly in support of new student admissions. With the growing accessibility and affordability of video editing

tools such as CapCut, schools have a considerable opportunity to enhance their institutional image through digital media.

Alfathoni et al. (2025) reported that CapCut training for teachers at SMP Citra Harapan significantly improved participants' understanding of video editing and fostered high enthusiasm during its implementation. These findings suggest that teachers hold strong potential to become content creators who can package school-related information into more appealing and professional videos, rather than serving merely as end-users of technology.

From a digital marketing perspective, Soesilo et al. (2024) demonstrated that digital marketing exerts a significant influence on consumer decision-making. Applied in the educational context, the effective utilization of digital media allows schools to reach broader audiences, increase visibility, and strengthen institutional appeal—ultimately leading to a higher likelihood of attracting more applicants. Furthermore, Anggrayni et al. (2023) emphasized that the use of animated video media through CapCut is both practical and effective, making it a valuable tool for educators to facilitate the student learning process.

Overall, the training extended beyond the technical mastery of the application, aiming to equip teachers with the creative capacity to develop video content grounded in visual storytelling that is emotional, engaging, and memorable. Such skills can reinforce the school's identity in the digital sphere. The final output—creative promotional videos—can significantly contribute to the school's marketing strategy by enhancing its brand image and broadening the reach of its promotions through digital platforms.

6. Conclusion

Although there were some obstacles during implementation, the training on video creation using the CapCut application for teachers at the Yayasan Nurul Amal has made a positive contribution in enhancing their knowledge and skills in digital marketing content creation. The teachers demonstrated high enthusiasm from the beginning to the end of the training, as reflected in the numerous questions asked during the sessions. They also gained valuable insights into the practical use of the CapCut application. Based on these results, it is recommended to conduct further training on the use of other digital media, such as Canva, to improve skills in creating posters and other promotional materials. In addition, the teachers are encouraged to continue developing their skills for the advancement of teaching and school management, while maximizing the use of social media for school promotion, learning activities, and community engagement.

Conflict of interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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