Empowering Women Association of Religious Affairs Department in South Sumatera through Communication and Video Editing Skills

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ABSTRACT

The South Sumatera Women's Association, under the Religious Affairs Department, was the beneficiary of the community service initiative. Their frequent professional development programs, their inability to complement video editing operations with technical abilities, and their low understanding of public speaking for communication served as the impetus for this empowerment program. Forty-five association members took part in this initiative. According to their interviews, the majority of them lacked video editing abilities, with only a small percentage having rudimentary understanding but being unable to use video editing software efficiently. They also experienced anxiety when speaking in front of large crowds. By offering training targeted at improving their interest and proficiency in video editing and communication, this community service project sought to close this gap. The use of CapCut was the main emphasis of the instruction. Among the techniques used were workshops and seminars. According to the findings, 90% of the participants felt comfortable using their communication skills and were able to effectively apply the video editing techniques that were covered in the training sessions. In our technologically advanced society, it is anticipated that this training will greatly empower women.

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INTRODUCTION

With the advent of gadgets like smartphones with built-in cameras, technological advancements in videography have made the process of creating videos more accessible to the general population. However, video editing abilities play a major role in determining a video's final quality. The process of integrating different video clips, audio, and visual effects into a single, cohesive piece based on requirements is known as video editing. As technology has advanced, a wider range of people, including high school kids, can now access the video editing process. Software like CapCut, for instance, has gained popularity due to its versatility and capacity to generate high-quality footage. This has prompted numerous educational establishments to conduct community service projects in order to enhance individuals' video editing skills.

Video editing has a wide range of advantages for people, companies, and educational institutions. Enhancing the visual appeal of content is one of the primary advantages. Effectively edited video material can boost conversions and reinforce brand messages in the marketing industry. Engaging films can also boost social media audience engagement, which raises awareness of the supplied goods and services. One of the ways that academics practice and develop science, knowledge, and technology to enhance public welfare and educate the country's citizens is through community service. Women are more prone to experience digital exclusions, according to a well-documented global gender disparity in this area (Richardson & Wilson, 2024). Digital platforms were utilized by women for economic empowerment and entrepreneurship. This encouraged financial autonomy and moral business conduct by Islamic precepts to take advantage of chances. The ethical aspects were examined from an Islamic standpoint in light of opportunities and challenges. To Islamic beliefs, attempts to advance digital rights for women's empowerment could be guided by an emphasis on values like justice, privacy, dignity, and the quest for knowledge (Akmal & Usmani, 2024).

At the same time, the study investigated the difficulties female entrepreneurs encounter when learning how to create digital content. A variety of psychological and technical obstacles are included among the challenges that have been discovered. Notably, participants mentioned photography and videography techniques, video editing abilities (which frequently need mastery of editing tools), and a lack of confidence or shyness while participating in video content. Fostering innovation, reluctance to learn new technologies, financial limitations for purchasing high-quality equipment, and the apparent need for more employees to produce and oversee content are further difficulties. Together, these difficulties provide light on the complex terrain that female entrepreneurs traverse while they attempt to grasp the complexities of creating digital content for their companies. For the Women Entrepreneurship TVET project to have specialized and successful support programs, these issues must be addressed (Shuhud et al., 2024). Disempowerment may result from the various ways that structure and culture affect education and employment (Alhawsawi & Jawhar, 2023).

Social media is one of the best instruments available today for advancing women's empowerment initiatives, which is a key sign of a nation's general level of progress. Women suffered greatly before social media, particularly when they were ignorant. However, because social media is easily accessible and people are becoming more aware of their rights and abilities, women's empowerment is expanding quickly thanks to it (Ahmad et al., 2023). The South Sumatera Women's Association of Religious Affairs Department is an organization that engages in a number of initiatives to enhance the standard of human resources and promote the welfare of its members and families. Regular meetings, mentoring, social assistance, social events, and religious studies are some of these activities. It is crucial to the Ministry of Religion's initiatives, including bolstering religious moderation, digital modernization, and Islamic boarding schools' autonomy. Additionally, it contributes to creating peaceful families and elevating women's status in a variety of spheres of life.

Using a variety of editing programs, such as CapCut, video editing training has already been carried out in different societal strata. However, the focus was solely on the field of education, particularly in the areas of higher education (Siswanto et al., 2024; Mesra et al., 2024) and primary and secondary education (Istiqomah et al., 2024; Justin et al., 2024; Tarmini et al., 2022; Wardana & Hastono, 2022; Astriawati et al., 2022; Lumbantoruan et al., 2021; Firmansyah & Kamal, 2021; Hasanah et al., 2024). The informal association or organization receives a restricted quantity of training (Chotijah & Agustin, 2025; Syawaldipa et al., 2024; Utomo et al., 2022). There hasn't been any action taken to empower women. According to the justification given above, such training is necessary for the South Sumatera Women's Association of Religious Affairs Department.

METHOD

The seminar and workshop were used to carry out this community service project. This approach is used to introduce the CapCut program and its functionality as well as to teach theoretical content about the significance of fundamental communication and video editing ideas. The instructors gave hands-on examples of public speaking techniques and how to use the CapCut software to create engaging and high-caliber instructional videos. Among the methods used in this example were video trimming, clip combining, transitions, visual effects, text, and other components. Participants had the chance to experiment using CapCut to create instructional videos either alone or in groups. They might try using the skills they learned and explore their creativity during this session. Along with accompanying the participants, the instructors led discussions and answered questions about the challenges or issues encountered. The purpose of this session is to improve participants' comprehension of the subject matter and offer solutions to any problems they may face. They were requested to show the instructional videos they had created with CapCut at the conclusion of the course. This meeting served as a platform for exchanging ideas, critiques, and suggestions in order to raise the caliber of the learning videos that were produced. Assessment and evaluation following the completion of the full set of tasks. An assessment questionnaire about the training's execution was given to the participants to complete. A collaborative reflection session was also conducted to go over the advantages, challenges, and ideas for enhancements for future events of this kind. As shown in the following picture, these techniques were applied methodically to guarantee that the training went smoothly and that participants benefited as much as possible from developing their public speaking abilities and creating instructional videos with CapCut.

FIGURE 1. Project Activities

RESULTS AND DISCUSSION

On November 14, 2024, this community service project was completed at the South Sumatera Religious Affairs Department in Palembang. Forty-five members of the Women's Association of the Department of Religious Affairs participated. They were the target audience for this initiative; however, anyone could attend the course. Through the demonstration and practice of editing techniques, public speaking, and basic video editing using CapCut were conducted.

FIGURE 2. Project Activities

Strategies for public speaking, video composition and visual aspects, video shooting procedures, and an overview of video editing and graphic design software in CapCut are among the things covered.

FIGURE 3. Seminar Activities

Explaining and showcasing the applications created during the graphic design and video editing process was done for the workshop. There were two sessions for the demonstration. A demonstration of graphic design creation was placed during the first session. The application's functions for selecting a presentation, poster, or booklet template, altering fonts and colors, searching for elements, altering

layouts and backgrounds, uploading images, and creating captivating animations were explained to the participants. A demonstration of video editing with the CapCut application concluded the second session. They learned how to use the application's functions, including how to upload and mix movies, add sound, add animated images, make layouts, add text, alter colors, and create video transitions.

FIGURE 4. Workshop Using CapCut

Before and after the training session, questionnaires were sent as part of an evaluation to see if there was an increase in the number of participants. This was done in order to gauge the participants' comprehension and familiarity with the fundamentals of public speaking and video editing with the CapCut program. Ninety percent of participants expressed interest in and satisfaction with the training, according to the data. They saw a notable improvement in their comprehension of video editing and public speaking.
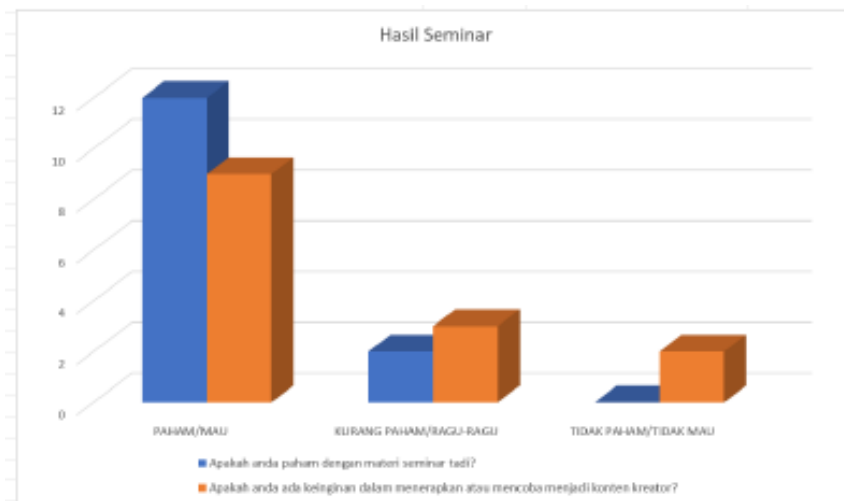

FIGURE 5. Evaluation Stage

Long-term interactions between women's empowerment and employment and output are important (Asaleye & Strydom, 2023). Participants' positive opinions of social media, online forums, and digital activism in advancing gender equality showed that they all agreed that ICT has a good influence, especially on health outcomes, financial independence, and economic empowerment (Hakimi et al.,

2024). Video editing has the potential to result in video marketing that further empowers women (Isnawati et al., 2024). MSMEs can improve the visual attractiveness of their goods and services by using engaging videos, which will make it easier for prospective clients to find them on their digital platforms (Proborini, 2024).

CONCLUSION AND RECOMMENDATION

Participants in this program have acquired thorough knowledge and abilities regarding communication and CapCut video editing. Following an overview of CapCut, they were taught its key features and benefits over those of other comparable programs. They practiced cutting, merging, and organizing the sequence of video clips using CapCut under the instructor's supervision after learning the fundamentals of video editing, including the concepts of frame rate, resolution, and video format. They were also given the tools to maximize CapCut's sophisticated capabilities in the following session, including the ability to add dynamic text, visual effects, transitions, and captivating background music. They were able to produce more polished and eye-catching videos as a result. Participants gained technical expertise as well as an understanding of instructional design, which is crucial for creating high-quality instructional videos. In-depth discussions were held on concepts including creating organized content, appealing visualizations, a variety of delivery methods, and components of interaction and feedback. As the program came to an end, participants used all of the knowledge they had learned to produce a learning video using CapCut as part of a final project. At this point, the principles of instructional design and technical skills were combined into one cohesive whole. Lastly, participants received helpful criticism on their work from teachers and other participants during presentation and evaluation sessions. This is an excellent opportunity to keep improving your skills to create engaging instructional video content for viewers. These women participants have acquired critical competencies to compete in the workplace by learning how to edit videos using CapCut and comprehending the fundamentals of public speaking. In the current digital era, the capacity to produce high-quality video content will boost competition in obtaining possibilities as professional association members. This project provides a replicable model for capacity building among women's associations through digital media and communication training.

ACKNOWLEDGMENTS

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