ABSTRACT

PERANCANGAN DAN IMPLEMENTASI VIDEO COMPANY PROFILE SEBAGAI MEDIA PROMOSI PADA PT.GRANDE SANITARY INDONESIA

SUWARDI
1531071

This Internship Activities aims to overcome the problems faced by PT. Grande Sanitary Indonesia which doesn’t have a video based company profile that can be a capable promotional media source. In terms of media promotion comes to media interaction over PT. Grande Sanitary Indonesia customers required an effective and efficient information media source so it can be known by the public. Therefore, with company profile video can solved the problem faced by PT. Grande Sanitary Indonesia. Internship Activities carried out during the period of January 2018 up to June 2018. For the applied and implementation stage held after the editing process is completed and in accordance with the client wishes. The design process starts from the identification of problems, company needs analysis, database collection, designing, implementation, system testing, and up to the preparation of Internship reports. After doing the implementation, company profile video of PT. Grande Sanitary Indonesia has come a good result and has been viewed 633 times and shared 34 times within 3 weeks.

Keywords: Promotion, Video, Video Company Profile

Universitas Internasional Batam

Suwardi, Perancangan dan Implementasi Video Company Profile Sebagai Media Promosi pada PT.Grande Sanitary Indonesia, 2018
UIB Repository©2018