ABSTRACT

IMPLEMENTASI *COMPANY PROFILE* BERBASIS VIDEO SEBAGAI MEDIA PROMOSI PADA KIJANG BARBERSHOP

Fendy
1531052

This Internship Program aims to overcome the problems faced by the Kijang Barbershop. The problem is founded in the promotion of barbershop where the promotion system is still incapable, therefore the author plans to make a company profile video for the upcoming promotional system. This Internship Program conducted during the period of 01 February 2018 up to 01 June 2018. The methods that been in the implementation of this Internship Program is observation method and interview techniques. Object of the Internship Program is in Kijang Barbershop which is engaged in hair cutting in Batam. This Internship Program would results a company profile video that consist of the profile of company, address, work hour, and contact numbers. The company profile video is designed using Adobe Premiere Pro CS6 and VideoScribe application, then the result of the video would be implemented to social media which is facebook and instagram. With the viewer on facebook has been reached three thousand impressions and instagram has been reached two hundred impressions, the ending result of this project is a company profile video with the title of the report "Implementation of Company Profile Based on Video As Media Promotion On Kijang Barbershop".

Keywords: promotion, facebook, instagram, video company profile

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