

ABSTRACT

DESIGN AND IMPLEMENTATION VIDEO COMPANY PROFILE KEBUN ZORE BARELANG BOTH AS A PROMOTIONAL MEDIA

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Kebun Zore Barelang is the CV engaged in the field of tourism which requires a company profile video as a promotional media based on multimedia as an effort to increase the sale value and is known by the wider community. Video company profile as one of the media campaign will be implemented through social media that will be carried out by the company. The design of a company profile video is made by using the technique of data collection through observation and the study of literature requires that plunge directly into the Kebun Zore Barelang to make observations on the activity of the garden day-to-day, as well as collecting reference on the definition of the company profile. This design produce a multimedia product in the form of video company profile that presents information about the company, the activity of the garden day-to-day, products and services provided by Kebun Zore Barelang, the goal is known by tourists and the wider community to increase revenue. The end result of the design and implementation company profile video is expected to become a benchmark in the development of the next video. So the end result of this practice produces videos that have been uploaded to social media, namely facebook with a total viewing for 1 month or more reach 1.7 K Views while on youtube 45 Views, And it can be concluded that the success video company profile it produces migrants or travelers from the Kebun Zore Barelang increased because the information comes from facebook.

Keywords: *company profile , multimedia, promotion, video*