ABSTRACT

DESIGNING AND IMPLEMENTING COMPANY PROFILE VIDEO STUDY PROGRAM OF INFORMATION SYSTEM UNIVERSITAS INTERNASIONAL BATAM

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This internship aims to overcome the problems that faced by study program of information systems at Universitas Internasional Batam in marketing/promotion activities, because previously information system study program already has a video company profile but there is still less information to be inform to prospective students who want to register in the information system of Universitas Internasional Batam. Therefore, with the renewal of this company profile video can help study program of Universitas Internasional Batam in overcoming the problem of promotion and introduction of study program. The result of this internship is in the form of a video containing information about the information systems. Created using Adobe Premiere Pro CC 2018, Adobe After Effect CC 2018. The results of this video are implemented to the information television located at the Universitas Internasional Batam. After the implementation know that this company profile video can help Information System Study Program in introducing excellence, activity, and achievement of the study program.

Keyword: Video Company Profile, Sistem Informasi, Universitas Internasional Batam