ABSTRACT

DESIGN AND IMPLEMENTATION OF ADVERTISEMENT VIDEO AS A PROMOTION MEDIA ON CV. MEGA TRIPUTRA SENTOSA

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This Internship Report aims to create a video advertisement by introducing the company and promoting the product to the public in Batam City. Product sold on CV. Mega Triputra Sentosa in this Internship Report is a product of milk beverage soya Lactasoy which has a variety of flavors. The workplace of this Internship Report is located Kezia Housing Complex C1-06, Kec. Batam Center, Batam – Kepri. Research methods used to perform Internship Report is to conduct interviews, observation, and literature. In designing advertisement video editing using shooting technique; video editing using application software Adobe Premiere Pro CS6, Adobe After Effect CS6, and Adobe Photoshop CS6 (Image editing); and implemented through social media instagram that has a total audience of 119 viewer.

Keyword: Advertisement Video, Adobe Premiere Pro CS6, Instagram