ABSTRACT

DESIGNING AND IMPLEMENTING A PROMOTIONAL VIDEO FOR CV. KARYA BATAM SEJAHTERA

Hernando Chandra
1531027

Bungoprak restaurant, found in 2016, is a restaurant focused on korean cuisine and is also part of CV Karya Batam Sejahtera. It mainly promotes its food and new menus on social media Instagram, but is only limited to photos. This makes the media in which Bungoprak operates limited, and thus we proposed a method which uses video as a multimedia product to increase the effectiveness of Bungoprak’s message. We chose to create a promotional video of a popular type of ramen noodles called “Samyang” because it is trending in social media. The video is uploaded to Instagram, and accumulated over a thousand views, it successfully promoted the Samyang Cheese ramen to Bungoprak’s Instagram followers and to the general public.

Keywords: Restaurant, promotional video, social media, Instagram.