

# CHAPTER I INTRODUCTORY

## 1.1 Background Issues

Technology becomes a very influential need in life and work because of the practicality in its use (Maryati & Purnama, 2013). The important and common technological functions we encounter are as a means of disseminating information.

One form of easy information dissemination is to use multimedia-based technology that is video. The making of Keraton Surakarta Hadiningrat video is an Example of such applications as a means of information. The applied video is able to provide information about Surakarta Hadiningrat Palace development with clear, detailed and interesting content (Yuliana, 2013).

Multimedia is a combination of "multi" which means a lot and "media" which means medium or intermediary. Multimedia is a combination of text, sound, images, animations and videos that produce a presentation. Multimedia is useful in helping to promote, simplify the work and provide information clearly by presenting a picture or video footage. One form of promotional media used in the company is Profile Video (Sunarya, Kusumaninggar, & Syahputra, 2017).

Video is a live image system or moving images sequentially (Maryati & Purnama, 2013). To provide information about general description of the company is packaged in the form of Profile Video. Profile Video is a recording that explains the facts about special things (Santoso, 2014). Profile Video as a means of promotion and information media is important for a study program or company because it can be an identity for corporate bodies and the courses (Sutrisno & Ahmadi, 2014). To be able to reach the wider community, socialization or

promotion is needed, then profile video is used which become trend of promotion means at this time. In educational institutions such as SMA Negeri 15 Kota Tangerang, profile video is used to describe the scope of institutions such as history, profile, vision and mission, status, facilities, excellence, and future goals of the schools (Sunarya et al., 2017).

The Civil Engineering Study Program is one of the courses located at Universitas Internasional Batam. The obstacles faced by this study program are the lack of a video that can represent the identity so that they are well-known by the community and can attract new prospective students to join the study program.

Therefore, we will design a profile video for civil engineering study program, we then make this internship report with the title "**Design and Implementation of Civil Engineering Study Program of Universitas Internasional Batam Profile Video**".

## **1.2 Scope of Problem**

Problem restrictions are the scope of project creation. In Design and Implementation of Civil Engineering Study Program of Universitas Internasional Batam Profile Video project has problem restriction:

1. The content in the video is information about the study program, the study program activities, the student and the class.
2. In the recording, the tool used is Canon EOS 750D camera.
3. In editing, the software used is Adobe Premiere Pro CC 2018 and Adobe After Effect CS6.
4. The results of this project will be shown on television at Universitas Internasional Batam.

5. The project results are aimed at prospective new students at Universitas Internasional Batam.

### **1.3 Project Objectives**

The purpose of this internship include:

1. Resolving the problems faced by Universitas Internasional Batam that is the need for a profile video of Civil Engineering study program.
2. As a student opportunity to practice the knowledge that has been studied.
3. As one of the prerequisites of graduation of bachelor degree (S-1).
4. As a form of implementation of Tridharma Perguruan Tinggi, especially community service of Universitas Internasional Batam.

### **1.4 Project Outcomes**

The end result of this internship is the profile video of Civil Engineering study program with the information of the study program, the study program activities, the students and the class as content of the video. The results of this project will be addressed to prospective new students and displayed on Universitas Internasional Batam television.

### **1.5 Project Benefits**

The benefits of this internship include:

1. For Universitas Internasional Batam

This project will serve as an introduction and promotion of Civil Engineering study program.

2. For Academics

To improve and develop students' knowledge about the implementation of profile video with the studied theories and the application made in internship.

3. For Authors

To develop the ability to use software and design projects as needed.

4. For Users

Able to increase the interest of prospective students to join the Civil Engineering Study Program.

## 1.6 Systematic Discussion

The system of discussion that will be used in writing this internship report

are:

### CHAPTER I: INTRODUCTORY

This chapter covers the background issues, scope of problem, project objectives, project outcomes, project benefits, and systematic discussions used by us.

### CHAPTER II: LITERATURE REVIEW

This chapter contains the theoretical basis used by us in writing internship reports previously studied and other relevant information.

### CHAPTER III: COMPANY GENERAL DESCRIPTION

This chapter describes the history and identity of the company and its organizational structure.

**CHAPTER IV: METHODOLOGY**

This chapter explains the methods we will use to apply in internship workplaces and research phases in internship.

**CHAPTER V: DATA ANALYSIS AND DESIGN**

This chapter consists of analysis and design process in internship.

**CHAPTER VI: IMPLEMENTATION**

This chapter explains how the process of implementing video on the internship workplace.

**CHAPTER VII: CONCLUSIONS AND RECOMMENDATIONS**

This chapter explains the overall conclusion and recommendations of the internship.