

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Computer Science
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Company Profile Video Design As A Promotion Media For PT. Stainlessindah Mandiri

Wisely Goh
1631009

ABSTRACT

Internity project has the aim to help solve the problems being faced by PT. Stainlessindah Mandiri, where the company has never used a company profile video in the media for promotion and information. The video will be implemented into Youtube. The video will contain the vision and mission, organizational structure, and company activities. The author collected data by observation and interview methods. In the process of editing the author uses Adobe Premiere Pro software. And the camera used by the author is the Canon DS 126 311. The company profile video after it was implemented into Youtube shows satisfying results with as many views 102 which were uploaded on the day to 2.

Keywords: company profile video, Youtube, promotional video, Adobe Premiere Pro.