

*Practical Work Report  
Study Program Information System  
Odd Semester 2018/2019*

***DESIGNING AND IMPLEMENTING COMPANY PROFILE VIDEO  
PT LEEBROTHERS ADVERTISING***

NPM: 1531108

WAHYU IHSAN PRADANA

*Abstract*

*This internship project aims to help PT. Leebrothers Advertising in introducing and promoting the products and services they can produce. This video contains a brief explanation of PT. Leebrothers Advertising, location and PT address, products they can make, PT clients, and contact PT. The process of collecting data needed in this company profile video is done by interviewing company directors, followed by field observations and literature studies. 2015 After Effect CC 2015, Premiere Pro CC 2015 and CorelDraw X7 are applications that I use in the process of designing and editing video company profiles. The final result of this internship project is a company profile video of PT. Leebrothers Advertising which is distributed via Youtube. The test results after the video uploaded on Youtube prove that with the company profile video, it is quite attractive to consumers.*

*Keywords: Multimedia, Video, Company Profile, Advertising, PT. Leebrothers Advertising*