

## ABSTRACT

### **DESIGN AND IMPLEMENTATION OF VIDEO COMPANY PROFILE AS A PROMOTIONAL MEDIA FOR PT. GANDA PUTRA SEJAHTERA**

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*This project aims for overcome about problems that faced by PT. Ganda Putra Sejahtera. PT. Ganda Putra Sejahtera has been actively in promoting products by making banners dan brochures. Unfortunately, the idea was less effective and less efficient because images and texts were less attractive and unable to contain a lot of information at once. Based on these problems, the solution is to make a company profile video. The design of company profile video will contains the information about PT. Ganda Putra Sejahtera which can be used as promotional media, with the goals that the public can get to know PT. Ganda Putra Sejahtera in detail and the video that already done will be implemented on youtube social media. From the implementation of the video which was published on youtube social media generated 33 views and 5 likes after this report was made. After implementation, it can be seen that with the design of the company profile video can make it easier for PT. Ganda Putra Sejahtera to promote its products and deliver information relating to PT. Ganda Putra Sejahtera.*

*Keywords: PT. Ganda Putra Sejahtera, Video, Marketing, Youtube, Company Profile Video*