

ABSTRACT

DESIGN AND IMPLEMENTATION OF COMPANY PROFILE VIDEO AS AN INTRODUCTION MEDIA FOR PT. SUPER MANDIRI PRATAMA

Marvin Fernando
1631076

PT. Super Mandiri Pratama that was founded in 2000 is a company that engaged in construction, renovation, and glass manufacture. They used a company profile book to introduce their company and the services they offer. We suggested to create a company profile video as a more interesting presentation media . The company profile video is used to introduce company identity and the services they offer. The tool used to record the video is a Sony A7 III mirrorless camera and edited with Davinci Resolve 15 software. The video was uploaded to PT. Super Mandiri Pratama Facebook social media and managed to gain more than 100 views. The video successfully introduced PT. Super Mandiri Pratama to general public.

Keywords: *Company profile video*, Social Media, Facebook, Davinci Resolve 15.