

ABSTRACT

DESIGN AND IMPLEMENTATION OF VIDEO COMPANY PROFILE AS A COMPANY PROMOTION MEDIA IN CV INTERIOR EXTERIOR SEMANGAT

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This practical work has a purpose in helping the problems that are currently being experienced by CV Interior Exterior Semangat, where the company's presence towards the public is still low, denoted by the small customer base it has. By using computer technology, a digital video of the company's profile and portfolio can be used to serve as a promotional media that can be shared through various available social media platforms. The video includes the company's vision, history, manufacturing and interior installation, based on the information the author is provided from field observations, interviews and literature studies. It is created with the following media software tools: Adobe Premiere Pro CS6 and Adobe Photoshop CS6. on the second day after uploading the video on youtube, it has gained a satisfactory 156 number of views.

Keywords: company profile video, internet technology, social media, adobe premiere ProCS 6, CV Interior Exterior Semangat.