

## **ABSTRACT**

### **DESIGNING AND IMPLEMENTING COMPANY PROFILE VIDEO FOR MANAGEMENT STUDY PROGRAM AT UNIVERSITAS INTERNASIONAL BATAM**

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Management Study Program at Universitas Internasional Batam has been using brochures, banners and websites as a medium of introduction to the public. The implementation channel used has not utilized social media that contains information and easy dissemination. Management Study Program at Universitas Internasional Batam needs a company profile video as a way to disseminate information on social media. To solve the problems that are owned by Universitas Internasional Batam, The writer provides a solution in form of designing a company profile video. The company profile video will display information about vision, mission, learning atmosphere, achievements, accreditation, certification, activities and collaborative partners. Video is designed with applied methods which data is collected through literature, observation, and interview. The software used by the writer to design video is Adobe Photoshop, Premiere, and After Effect. The implementation of company profile video of Management Study Program at Universitas Internasional Batam is conducted on social media, which is Youtube which produces 50 views, 9 likes and 2 comments at the start of the screening. The existence of company profile video of Management Study Program allows the society and prospective student to have better understanding of Management Study Program.

Keywords: video, company profile, Management Study Program, Universitas Internasional Batam.