

ABSTRACT

DESIGN AND IMPLEMENTATION OF VIDEO BASED COMPANY PROFILE IN CV. NITASON SEJATI BATAM

David Steven
1631051

CV. Nitason Sejati Batam was founded in 2010, a company engaged in job aids that offer products and services. During this time the following companies are still using the means of promotion by word of mouth in introducing the company. Therefore the author give the idea of making a company profile video as an interesting introduction media. The following company profile video is used to introduce the company along with goods, services offered by the company. The tool used during video recording is the Fujifilm XT-100 camera with editing using the adobe photoshop cc 2019 application and adobe premiere cc 2019. The video is uploaded to the social media youtube CV.Nitason Sejati Batam and managed to collect 192 views in 3 day. The video successfully introduced CV.Nitason Sejati Batam to the general public.

Keywords: company profile video, social media, Youtube, Adobe Premiere cc 2019, Adobe Photoshop cc 2019