

## **ABSTRACT**

### ***DESIGN AND IMPLEMENTATION OF A VIDEO BASED COMPANY PROFILE FOR TOKO ISTANA GUNUNG BINTAN***

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*Toko Istana Gunung Bintan is a company that engaged in the sale of electrical appliances such as lights and decorative lights. Toko Istana Gunung Bintan uses business cards and brochures to introduce the company and the products they offered. Toko Istana Gunung Bintan wants an interesting media to introduce its company. Therefore, the company asked the author to create a video-based company profile as a media to introduce the company to the public. The author designed the video using Adobe Premiere, Adobe Photoshop and Adobe After Effects applications. the video was implemented on Youtube and managed to gather 93 views to introduce Toko Istana Gunung Bintan to general public.*

*Keywords : company profile, premiere, photoshop, after effects, youtube*