

ABSTRACT

VIDEO COMPANY PROFILE DESIGN AND IMPLEMENTATION IN RAJAWALI EDUCATION CENTER AS INSTRUMENT TO PUBLICIZE COMPANY

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This internship project aims to support Rajawali Education Center in explaining or describing their institutions to public. This video contains information about the institution, its vision and mission, organizational structure and others. With this company profile video, it is hoped that in the future more people recognize the presence of the Rajawali Education Center with the intention of more people enroll themselves for English courses at Rajawali Education Center. The methods used in this internship report are interview, observation, and literature study. The complete video were uploaded to the YouTube site because YouTube is one of the most popular sites in Indonesia, even in the world, therefore information can be distributed more quickly to public.

Keywords: Video, Profile, English Language Course, Rajawali Education Center