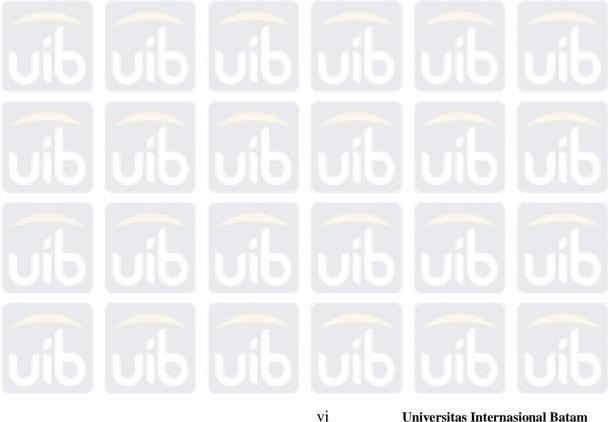
## ABSTRACT

## PERANCANGAN DAN IMPLEMENTASI *COMPANY PROFILE* DENGAN MENGGUNAKAN SONY VEGAS PRO 13.0 UNTUK PT. VITAL IDOLA PESONA TOURS & TRAVEL

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The development of technology and information brought an effortless era in terms of disseminating information on products / services with promotional media. PT. Vital Idola Pesona Tours & Travel, which is engaged in tours and travel is founded in 2005. Wanted to use the existing technology in the 21<sup>st</sup> century as a media for spreading the company name. Therefores the authors provide solutions to PT. Vital Idola Pesona Tours & Travel in making company profile video for media used and promotions. The equipment used during the design and implementation of the company profile video is a canon DS 126 311 camera as a video recorder and Sony Vegas Pro 13.0 software as editing platform. The video will also be uploaded to social media called Youtube and managed to get a positive response by 52 views and 19 likes with 0 dislikes. The *company profile* video was successfully disseminated to the general public.

Keywords: Tour and Travel, Company Profile Video, Social Media, Youtube, Canon DS 126 311, Sony Vegas Pro 13.0, Adobe Photoshop CS6.



Khe Win. Perancangan dan Implementasi Company Profile dengan Menggunakan Sony Vegas Pro 13.0 untuk PT. Vital Idola Pesona Tours & Travel. UIB Repository©2019