

## **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. Therefore 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.