

## ***ABSTRACT***

### **DESIGN AND IMPLEMENTATION VIDEO COMPANY PROFILE IN TOKO IKIRU**

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Toko IKIRU is a company engaged in the sale and repair of bicycles where the company is still experiencing problems in disseminating information. To facilitate the presentation of information, the authors offer to design a company profile media in the form of video as a company introduction tool. Video recording of this project using the Fujifilm X-T100 camera and edited using Adobe Premiere Pro cc 2018 and Adobe Photoshop cc 2018 software. The results of this project were uploaded to social media namely Youtube using an account from the Toko IKIRU and after approximately 1 week managed to get more from 133 viewers to introduce the video to the public.

**Keywords:** *Company profile video, Youtube, Social Media, Adobe Premiere Pro cc 2018, Adobe Photoshop cc 2018.*