

## ABSTRACT

### PERANCANGAN DAN PENGIMPLEMENTASIAN IKLAN VIDEO IGTV PADA BROTHERBOX BARBER SHOP

Garlyanto Basri  
1631026

*Brotherbox Barbershop was established in 2017. Brotherbox Barber Shop is a company engaged in the field of cutting and hair care services located in Batam. During this time the Brotherbox Barber Shop company still uses promotional media through brochures. Therefore the writer gives the idea to make a video advertisement for media promotion tools in the introduction of services offered by the Brotherbox Barber Shop. These video advertisements are used in order to introduce the products and services provided by the company and to promote the goods, services and services offered by the company. The device used during video capture is the Canon 750D camera using Adobe Premiere Pro CC 2017 software as the author's editing media. The video was uploaded to Brotherbox Barber Shop's Instagram social media and managed to get a total of 432 views within one day after the video was implemented on IGTV.*

*Keywords: Video Advertisement, Social Media, Instagram, IGTV, Adobe Premiere Pro CC 2017*