

ABSTRACT

DESIGN AND IMPLEMENTATION COMPANY PROFILE VIDEO OF PT. SHARP ELECTRONICS INDONESIA IN BATAM CITY BRANCH

Yulianto
1631041

PT. Sharp Electronics Indonesia (SEID) is a company engaged in electronics and was established in August 2007 in Batam City. This company produces various major electronic products in homes such as televisions, air conditioners, washing machines, and refrigerators. SEID has many competitors engaged in the same field. The obstacle faced by the company is that there are still people who do not know the existence of the company and official shops that sell electronic products. SEID Batam needed a company profile video as a medium to represent the company to the public and dealers in Batam. The method used in video design is a data collection method, namely observation, interviews, and literature. The process of video design used the pre-production, production and post-production stages. The software used in video design are Adobe Premiere Pro CC and Adobe Photoshop CC. The results of company profile video design are exported to mp4 extension and implemented via Youtube.

Keywords: Company Profile, Youtube, Video, SEID Batam