

ABSTRACT

PERANCANGAN DAN IMPLEMENTASI VIDEO COMPANY PROFILE PT. CCCII

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The function of this internship that was made is to use for overcome some problem-problem of the company are currently facing in marketing. Company profile video is needed to market and attract customers. This company profile video will be one of the introductory video to upload to social media. The main purpose of this introductory video is to provide various information regarding the products PT CCCII is producing. We hope this introductory video would be able to provide much insights to potential customers and also acting as promotional material to the masses. Thus it will be the solution of the problem that is commonly faced in PT. CCCII. I used Adobe Premiere Pro to edit the video. The function about this research is to use to produce a company profile video that can be used to provide explanation regarding products that are being produced by the company.

Keywords : *Media promotion, Video company profile, Adobe Premiere Pro CC 2019, PT. CCCII.*