

ABSTRACT

PERANCANGAN DAN IMPLEMENTASI VIDEO COMPANY PROFILE PT.INTENS GLOBAL SARANA

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In this 21st century competition is increasingly increasing in the fields of products and services so as to make promotion more and more needed by entrepreneurs, with this case PT. Intens Global Sarana which is currently running in the field of education wants to use promotional videos to become media introductions and also promotions about the company, so the solution given is by designing a company profile video as a promotional tool. The equipment used is Canon Eos Rebel T6 and Adobe Premiere Pro as media editing. And the results of the design will be implemented on YouTube social media which has gained 40 views within 1 day after the video aired. This company profile video was successfully implemented and can be beneficial for PT. Intens Global Sarana.

keywords: youtube, education, canon eos rebel t6, Adobe Premiere CC and company profile