

## **ABSTRACT**

### ***DESIGN IMPLEMENTATION OF COMPANY PROFILE VIDEO FOR PT. INTERNATIONAL BEARINGS***

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*In today's world. Information technology is growing fast which can be used to promoting product and expanding their fame. In order to promote their products, PT. International Bearings, which specialized as a distributor, had decided to use information technology for their sales team, the information technology solution for PT. International Bearings is designing a company profile video. We use an iphone 7 plus as a recorder and adobe premiere pro cc as editing media. The publication media is youtube. It has received 30 like in 24 hour within publishing. This company profile video has successfully implanted and used by sales team in promotion.*

*Keywords: youtube, Bearings, Iphone 7 plus, Adobe Premiere CC, company profile video*