

## ABSTRACT

### THE DESIGN AND IMPLEMENTATION of IGTV VIDEO ADS ON INDO FLORA FLOWERS SHOP

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*Indo Flora Flowers Shop was founded in 1995. Indo Flora Flowers Shop is engaged in the sale of flowers or florists who have been offering products and services in Batam City. This company only uses social media Instagram as a media to promote products and services. Therefore, the author also offers assistance to the company will be help them for making an advertisement video, by displaying products and services that will be offered to consumers. The advertisement video will be implemented on IGTV. As an objective to promote products, services and also to improve the exposure of Indo Flora Flowers Shop's Instagram account. The tool used for recording the video was Camera Canon 750D and the editing application using Adobe Premiere Pro CC 2018 software. The final advertisement video implemented on IGTV, gets 264 views and feedback. This successful video advertisement, can be a problem solving solution in the media promotion and information.*

*Keywords: Video advertisement, social media, Instagram, IGTV, Adobe Premiere Pro CC 2018*