

ABSTRACT

DESIGN AND IMPLEMENTATION OF RING SHOES CARE PROMOTIONAL VIDEO

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Ring Shoes Care was founded in 2017, a company that offer products and services for shoes and bags. During this time the following companies are still using the means of promotion by word of mouth in introducing the company. Therefore, the author gives the idea of making an advertisement video as an interesting introduction media. The following advertisement video is used to introduce the company along with goods, services offered by the company. The tool used during video recording is the Canon 80D camera and edited using the Sony Vegas Pro 16.0. The video is uploaded to the Ring Shoes Care's Instagram account and managed to collect 511 views in 1 day. The video successfully introduced Ring Shoes Care to the general public.

Keywords: promotional video, social media, Instagram, Sony Vegas Pro 16.0.