

## ABSTRACT

### DESIGN AND IMPLEMENTATION OF VISUAL BRANDING IN THE MEDIA INSTAGRAM PT HANAN DETAILING

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*PT.Hanan Detailing is a company engaged in the field of automotive detailing both bike and car. The weakness of PT Hanan Detailing is the lack of information given to prospective customer. Therefore this job training produces a Visual Branding video as a media promotion of service and products owned PT Hanan Detailing in a complete and clear manner so that it is easily understood by prospective customer which will be implemented through media instagram of PT Hanan Detailing. Software used in video production with Premiere Pro.*

*Keywords: Visual Branding, Instagram, Adobe Premiere Pro CC 2017*