

ABSTRACT

DESIGN AND IMPLEMENTATION OF COMPANY PROFILE VIDEO IN PREMIER LANGUAGE COURSE

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Premier Language Course is an English tutoring agency in Batam that has yet to have a company profile in video format. Therefore, in this internship project the writer will design a company profile video which can be used as a media of information and advertisement by the Premier Language Course. Activities in the internship project will be done from February 2019 to July 2019. The methods used by the author are observation, interviews and literature review. The object of the author's internship project is Premier Language Course which is an English tutoring centre in the city of Batam. This internship project will birth a product in the form of a company profile video which consists of the company profile, classes offered, facilities, address, and company contact number as the end product. The author designed this company profile video using the Cyberlink PowerDirector 11 program and Adobe Photoshop CC 2015, later the company profile video that has been made by the author will be distributed on social medias such as Facebook, Youtube and Instagram. After the implementation of the social media mentioned above and getting quite a number of views, the final product of this project is a company profile video with a report entitled Design and Implementation of Company profile Video in Premier Language Course

Keywords: advertisement, *social media*, Youtube, company profile video