CHAPTER VII
CONCLUSIONS AND FEEDBACK

7.1   Conclusion

After completing the design and implementation of profiles video as promotional media that have been done based on the analysis and design that has been planned, the author gets some conclusions as follows:

1. Study program Information systems require a media information that is newer and more interesting than the previous video, so the author takes video media as a multimedia device used to increase audience interest. The company profile video will be uploaded on the Social media and Universitas Internasional Batam bulletin boards. The video shooting and image capturing carried out in M and its information system study program surroundings.

2. Project design and Implementation of the video profile as an introduction media to introduce the identity and services offered by the Information Systems study program at Universitas Internasional Batam to the public and Community. This video contains identity information from information system study program in the form of vision & mission, Accreditation, Curriculum, Facilities, Learning Atmosphere, Partnership and International program.

3. The software used as media editing is Adobe Premiere Pro CC and After Effect CC from merging video, sound, to text. This video profile was created using a Sony A3000 DSLR camera.

4. After the video profile was implemented on Social Media such as YouTube and Instagram also the Universitas Internasional Batam bulletin board, the video was approved by the Head of Information System study program and has been seen by many people as the video managed to collect more than 100 views on YouTube on the first 24 Hour.

7.2 Suggestion

In designing the video profile as a media campaign there are still many shortcomings that exist, so the authors make suggestions for developing the next promotional video profile. The following are suggestions that can be given by the author, namely:

1. It is hoped that the development of video profiles as promotional media in the future will pay more attention to designs variation clearly.

2. It is also hoped that the promotion for the study program is expanded using multiple channels.

3. In maintaining the credibility of the information system program in the faculties.