

## CHAPTER I INTRODUCTION

Today's science and technology are developing very fast, especially in the field of information technology. The development in the field of information technology is very supportive in the development of other sectors. One function of information technology for the communication sector is as a media campaign. For example, one of the applications of multimedia technology in the field of promotion is in the form of Company Profile (Shah & Wani, 2015).

Company Profile is something used to describe someone or something so that the audience who watches it can have an idea about what are the something or someone about. Especially this day, People will definitely have a gadget with them throughout the day whether it's for communications or just play games or even browsing on social platforms (Kumar & Sherkhane, 2018).

In order to attract people or customer, Companies must have resources that provide competitive advantages and are important factors for success. There is a great variety of such resources-including information systems, concepts of participation, models, and organizational structures. These can be referred to as components of managerial practice (Qudrat-Ullah H, 2015).

Company profile in the form of video has its own benefits and is one of the most flexible forms. Nowadays, videos can be found almost anywhere, therefore company profiles presented in the form of videos can be widely publicized, can reach more viewers, and provide company visualizations that can only be obtained through video which is why Universitas Internasional Batam Study Program of Information System need a new Video Profile Since the Study Program just

received an A for its accreditation, hence why this title of making video profile for Information System Study Program is possible.

### **1.1 Limitation of Boundaries**

Based on the background described above, author concludes in making Universitas Internasional Batam System Information Study Program Video Profile, that is:

1. The video shooting and image capturing will be carried out in Universitas Internasional Batam and its Information Technology Study Program surroundings.
2. This video will contain identity information from Information System Study Program in the form of events, learning atmosphere and achievement.
3. The software that will be used as media editing is Adobe Premiere Pro CC and After Effect CC.
4. Video will be implemented at UIB Bulletin Board and YouTube.

### **1.2 Project Objectives**

The main objective of this title is by following:

1. Providing solutions to Information System Study Program at UIB that need a profile video.
2. As a graduation requirement for undergraduate (S-1).
3. As an opportunity for the author to practice the knowledge gained during college.
4. As an opportunity for writers to devote their knowledge to the community.

### **1.3 Project Output**

The outcome of designated project is that the video can be posted at Universitas Internasional Batam Bulletin Board and YouTube.

### **1.4 Project Benefit**

#### 1. For Researcher

- a) To be able to develop and implement the knowledge earn by studying or attending classes in university theoretically to the real world,
- b) To be able to enhance skills earn by learning in university or by self-taught,
- c) To fulfill one of conditions to achieve System Information Bachelor Degree

#### 2. For Universitas Internasional Batam

- a) To serve as PR for the Information System Study Program.
- b) To grow interest on future students who wants to join UIB.

#### 3. For Academics

- a) As a comparison material for students in making this report.
- b) To increase and developing knowledge insights in promotional media in this case is Profile Video.

### **1.5 Systematic Discussion**

This report consists of 7 (seven) chapters which cover developing the Video Profile for System Information Study Program at Universitas Internasional Batam. Here is an overview of the content of each chapter:

## **CHAPTER I INTRODUCTION**

In this chapter introduces the problems and issues, gives an overview about the study and describes the needs of video profile in efficient ways. This chapter also discusses scope and limitation of study, the objectives of the study, outcomes of designated project, and significance of study.

## **CHAPTER II LITERATURE REVIEW**

Chapter two covers literature reviews which are the previous related works that have been done before. Moreover, this chapter represents relevant information for understanding the study more.

## **CHAPTER III DESCRIPTION OF COMPANY**

In this chapter consists of company identity, organization structure, operational activity of company and system used by company itself.

## **CHAPTER IV METHODOLOGY**

Chapter four explains the details of the selected methodology that is used in this project.

## **CHAPTER V DATA ANALYSIS AND DESIGN**

Chapter five contains data collection and data analysis obtained from data retrieval in each design module or whole integrated system.

## **CHAPTER VI IMPLEMENTATION**

Chapter six covers the processes that occur in the stage of implementation and the feedback obtained from design results.

## **CHAPTER VII CONCLUSION AND RECOMMENDATION**

Chapter seven discusses conclusion and recommendations.