

ABSTRACT

DESIGN AND IMPLEMENTATION OF THE ADVERTISEMENT VIDEO AS A MEDIA MARKETING IN PT. ARYA TRIPLE 5

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This study aims to market car rental services to the wider community through social media Instagram and Facebook. Social media directly influences the interests and decisions of consumers PT. Arya Triple 5. The research method used in this study is video advertisements implemented at PT. Arya Triple 5 with cinematic retrieval techniques and processed through the application of Adobe Premiere Pro CC 2017. Lack of promotion at PT. Arya Triple 5 makes this car rental service less well known by local and foreign tourists. Therefore, the authors make the design and implementation of video advertisements as a media marketing program at PT. Arya Triple 5. The research started with few methods such as, collecting data information, observations and interviews. PT. Arya triple 5 able to identified the problems by using the swot analysis method, the result of the research is a promotion video with the length of one minute and published in the social media such as instagram and Facebook as an advertisement. The research and the implementation of advertising video in PT. Arya triple 5 expected to reach wider audiences and be able to compete, so interest in buying and ordering car rental from consumers increases.

Keyword: Video, Advertising Campaign, Social Media, Cinematic, Interested.

