

## **ABSTRACT**

### **DESIGN AND IMPLEMENTATION OF VIDEO *COMPANY PROFILE* ON SUMBER KARYA STORE AS PROMOTIONAL MEDIA IN SOCIAL MEDIA**

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This practical work has a goal that is to provide solutions by creating a company profile video design on Sumber Karya store in introducing and promoting the products offered. Because in the previous, Sumber Karya does not have a media campaign in the form of company profile video. The location of this practical work is Sumber Karya's store located at Ruko Cipta Emerald Blok A / 12A, Batam Center which is engaged in the assembly of windows, doors, aluminum cabinets and glass. In this practical work using research methods of observation and interview. The end result of this practical work in the form of company profile video is composed of history, vision, and mission of the company, production process, product, address, location plan, and contact number. Then this video is implemented through social media ie facebook. After the implementation, the writer knows that this video can know that this company profile video can help Sumber Karya to be known in terms of product superiority and materials used, store location, vision and mission of Sumber Karya.

Keywords: Company Profile, Video, Sumber Karya