

ABSTRACT

DESIGNING AND IMPLEMENTING COMPANY PROFILE VIDEO AS PROMOTIONAL MEDIA AT PT. COVINDO PRIMA CEMERLANG

*Vivian Lim
1531068*

This project's objective is to handle problem faced by PT. Covindo Prima Cemerlang in need of designing a company profile video. The methods that will be used for making this video by cinematography and a research technique by interview. The results of this practical work is a company profile video consisting of the company's introduction provided by information of the product from the company which uses a better quality, this project is designed using Adobe Premiere Pro CS6 and Adobe Photoshop CS6 software. Final result is implemented through social media facebook which owned by the company with 129 views.

Keywords: Video, Company Profile, Social Media, Adobe Photoshop CS6, Adobe Premiere CS6, Facebook.