

ABSTRACT

DESIGN AND IMPLEMENTATION OF VIDEO COMPANY PROFILE IN DE BEST HOTEL

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This practical work report aims to design a video company profile that can help companies in improving the effectiveness of corporate promotional media. De Best Hotel engaged in hospitality services is the object of this practical work. The methods used in this research is observation, interview, design starting with data collecting, and storyboard design to produce video company profile by using adobe premiere. The result of practical work in the form of video company profile design consisting of building, address, vision and mission, the introduction of the owner, the facilities offered in the form of hotel rooms, meeting rooms and restaurants. This video has been uploaded to youtube as a form of implementation. The result of this research is the videos uploaded to the *website* and youtube with one hundred views after the video uploaded.

Keyword: Video, Company Profile, Hotel, Adobe Premiere