

ABSTRACT

DESIGNING AND IMPLEMENTING COMPANY PROFILE VIDEO AS PROMOTIONAL MEDIA PT. CUSTOMADE COSTUME AND MERCHANDISE

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PT. Customade Costume and Merchandise is a company that runs in the field of manufacture costume, mascot and also property. This practical work activity was carried out during March – May 2018. PT. Customade Costume and Merchandise requires a media campaign such as a video company profile that provides an information about what exactly is produced by the company. This video aims to attract potential visitors using company services. A media is needed to introduce products made by PT. Customade Costume and Merchandise so that the company can increase the number of prospective buyers and tenants from the products offered.

This video-based profile company is a wide-reaching promotional medium in today's era. The benefits of this research is as a medium of information delivery, promotion and documentation about PT. Customade Costume and Merchandise. Research methodology used by writer is observation and implementation. This company profile video is implemented on the official PT. Customade Costume and Merchandise.

Keywords: Video, Company Profile, Promotion Media, Observation, Implementation.