

## **ABSTRACT**

### ***DESIGN AND IMPLEMENTATION OF AN ADVERTISEMENT OF A VIDEO BASED COMPANY PROFILE FOR PT.TDM OTOMOTIF BATAM IN YOUTUBE***

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*PT.TDM Otomotif Batam is a company that works on the coating for automotif from cars and motorcycles. PT.TDM Otomotif Batam have a problem where the customers don't really know about the services that the PT.TDM Otomotif Batam has to deliver clearly. Therefore, the writer have been directed from the director of the PT.TDM Otomotif Batam to make a video based company profile for the prospective customer about the services that PT.TDM Otomotif Batam has to offer more clearly. Youtube will be used for the media to show the final edited video. Adobe Premiere and photoshop will be the software used. The final result of this practical work will be a video based company profile for PT.TDM Otomotif Batam that consist of information for the services that are offered for the prospective customer in youtube. This video has been watched for 133 times in 1 day after the video has been uploaded in youtube.*

*Keywords: advertisement, company profile, video, youtube, premiere, photoshop*