

## ***ABSTRACT***

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### ***DESIGNING A COMPANY PROFILE VIDEO AT PUSDATIN BINA MARGA JAKARTA***

*This report outlines a three-month professional internship experience at the Jakarta Public Works Agency (Dinas Bina Marga), specifically within the Social Media division. The intern was responsible for creating engaging and relevant content for social media, including video reels and documentation, aimed at enhancing public interaction and engagement with the agency's information. The main project during this period was to design and produce a company profile video for the UP4BM Sub-Division, intended to introduce the unit's role, vision, and achievements to the public. In this project, the intern was involved from start to finish, from developing the creative concept and recording footage to editing the video. The final product is a profile video that aims to serve as a more personal and informative communication tool, helping the public to better understand the role and contributions of the Jakarta Public Works Agency, particularly the UP4BM Sub-Division, in infrastructure development and maintenance across Jakarta.*

***Keywords:*** Internship, Graphic Design, Social Media, Video Company Profile.