

ABSTRACT

VIDEO DESIGN POST EVENT FOR INDONESIA AUTOMODIFIED SURABAYA 2021 PT. HIN PROMOSINDO

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Promotion for a company is very important to increase the value of company, like PT. HIN Promosindo. This research was conducted to find the problems that exist in the promotional video with several theories that have been obtained. The purpose of this research is to increase the brand value of Indonesia Automodified to the public and is expected to attract more people to events organized by Indonesia Automodified. Kind of design for this promotion is the form of videos, merchandise, flyers, banners, and also content on Instagram social media. Based on the analysis, the promotional videos on Youtube social media and PT. HIN Promosindo has not been updated since 2020. In this study, hope it can provide a promotion on Indonesia Automodified social media and also provide a good merchandise designs during the event in order to increase the image and brand value that the company wants to build by applying it to a merchandise

Keywords : *Promotion, Social Media, Video, Merchandise, Indonesia Automodified*

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