

ABTRACT

Designing a Modern Board Game''

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The rapid development of information and communication technology offers significant opportunities for various businesses to expand their promotional and marketing reach. Bengkel Berkah Jaya, an automotive service business, leverages this technology by designing a profile video as a promotional medium. This profile video is designed to introduce Bengkel Berkah Jaya to potential customers, showcase the services offered, and highlight its strengths and advantages. The design process involves several stages, including needs analysis, scriptwriting, filming, and final editing. The result of this design is expected to enhance the attractiveness and trust of customers towards Bengkel Berkah Jaya.

Key words: *Profile Video, Promotion Media, Planning.*

References :

Publication Years :