

ABTRACT

VIDEO COMPANY PROFILE DESIGN AT PT CAKRAWALA HADI DINAMIKA

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In this day and age, video has become one of the most dominant media in the digital era. Video is a series of moving images accompanied by sound that forms a unity that is strung together into a plot, with messages in it. Videos play an important role in various aspects of our lives. Starting from education and business. By following current developments. Promotional videos were chosen because they have great potential in creating interactive and entertaining learning experiences, in line with the outbound activities that companies often hold. Apart from promotional videos, companies will also use social media such as Instagram and YouTube as platforms to place their promotional videos. The choice of promotional media using video was because previously PT Cakrawala Hadi Dinamika had never carried out promotions using promotional video media. And nowadays the internet and technology have an influence on our daily lives. So the design of promotional videos is better for application to media platforms such as Instagram and YouTube. Online media, especially social media, was chosen because of its effectiveness in reaching the target audience. Video elements such as cinematography, distance shot, point of view, and camera movement are also discussed as important parts in making attractive promotional videos. Promotional videos were chosen as one of the media outputs because of their great potential in increasing brand awareness. Promotional video design is directed at utilizing social media platforms such as Instagram and YouTube, which have become dominant in the digital era. Video not only plays a role in education, but also in the business world as an effective tool for marketing and communication. In a company context, promotion is an important activity that aims to disseminate information, influence and increase the target market. Therefore, the proposed solution is the use of promotional videos and other elements such as posters and merchandise. Promotional videos will be placed on popular social media platforms such as YouTube and Instagram, in line with current consumer trends.

Key words: 1st Promotion, 2nd Video, 3rd Brand Awareness

References :

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