

Making a Company Profile Video of PTPN XII Kertowono Lumajang

Rully Devayanti

English Study Program

Language, Communication and Tourism Department

ABSTRACT

Making a Company Profile Video of PTPN XII Kertowono Lumajang was a final project conducted after a preliminary study in PTPN XII Kertowono Lumajang. PTPN XII Kertowono is the one of Agriculture Companies that has a potential tourism that people do not know yet. It should have effective ways to promote. One of the ways was to make the company profile in a video format to introduce their company deeply. This company profile video was made to become identity and promotional media for the company especially to promote the products and its potential tourism to public. There were six ways of making this final project. Those were; designing video, designing audio, designing animation, designing script, designing storyboard and editing using supporting computer. This video contains three parts which are opening, body and closing. So, this company profile video with the accurate information can become an identity also promotional media to make the company more famous to public.

Keyword: Company Profile, Video, Promotional Media