

Developing A Company Profile Video Of Lembaga Kursus dan Pelatihan (LKP) Texas Jember (Facilities and Teaching Learning Activities).

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ABSTRACT

Developing Company Profile Video as a promotional media for Lembaga Kursus dan Pelatihan (LKP) Texas is the final project carried out based on the need of Lembaga Kursus dan Pelatihan (LKP) Texas. The reason I chose this project was because I found that promotion media of this institution are less effective and less attractive. This project focused on developing company profile video as promotional media which can give enough information about Lembaga Kursus dan Pelatihan (LKP) Texas to the prospective students. I designed the profile video of third part consisted of 2 scenes, Facilities and Teaching Learning Activities. The profile video helps the prospective students to know more about LKP Texas and get their interest to join the course.

Keywords: *Company Profile Video, Lembaga Kursus dan Pelatihan (LKP) Texas, Facilities, Teaching Learning Activities*