

Developing A Company Profile Video Of Lembaga Kursus dan Pelatihan (LKP) Texas Jember (The Opening Part).

Yosik Ernawati

English Study Program

Language, Communication and Tourism Department

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 that is located in Kaliwates sub district, Jember regency. The promotional media in Lembaga Kursus dan Pelatihan (LKP) Texas were less effective. 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 opening part consisted of 5 scenes, opening scene, Texas's profile, Texas's short history, registration procedure and closing scene (motto). The profile video helps the prospective students to know more about LKP Texas. Besides, Lembaga Kursus dan Pelatihan (LKP) Texas give sufficient promotional media through the company profile video to facilitate the prospective students.

Keywords: Company Profile Video, LKP Texas, Opening Part