

Developing Company Profile Video for Lembaga Kursus dan Pelatihan (LKP) Texas Jember.

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ABSTRACT

Developing Company Profile Video for Lembaga Kursus dan Pelatihan (LKP) Texas Jember is my Final Project which is dedicated for department of language, communication and tourism, Politeknik Negeri Jember. The reason I chose this project was because I found that promotion media of this institution is not effective and cannot attract the prospect customer (students who want to take course) when doing promotion. This institution only uses the brochure and old web of Lembaga Kursus dan Pelatihan (LKP) Texas for promotion. There is no additional media that support more in addressing the profile. Therefore, I created a profile video that is delivered by some narration with oral and text running at once to ease the prospect student in listening and understanding the material addressed. In developing the profile video I asked for a favor from the cameramen and an editor. I made my video in four parts of narrations and ten scenes of the speakers with one part for each scene. From the feedbacks, I edited the video. In conclusion, in developing profile video, I should have good English skills and I have to learn more computer subject particularly in editing the video itself to get the best video. I recommend to Lembaga Kursus dan Pelatihan (LKP) Texas Jember to use our Profile Video as an additional media for promoting.

Keywords: *Company Profile, Video, Lembaga Kursus dan Pelatihan (LKP) Texas*