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VIDEO COMPANY PROFILE AT CV. ZAKY SUKMA NURINDA

M Agung Pratama¹, Hendi Sama²

^{1,2}Universitas Internasional Batam

Email of correspondence: pratamaagung2303@gmail.com, hendi@uib.ac.id

Abstract

This writing focuses on making a company profile video at CV. Zaky Sukma Nurinda whose promotion is still using books and through clients who first come to the company so it is difficult to introduce the company to clients. The method used in making this company profile video is the first stage of pre-production, idea and concept design, script design, etc.; the production stage prepares the required production equipment and takes pictures. The last stages are post-production editing, rendering, and testing. The result of this is a company profile video at CV. Zaky Sukma Nurinda; and by making this video it is easier for CV. Zaky Sukma Nurinda introducing its company to clients.

Key Words: *Company profile, Perancangan Video Promosi, Video Company Profile*

Introduction

(1) Making this company profile video is one thing that companies need to make it easier for clients (Hidajat, 2016) when they want to use services or want to know more about the company. Of course, this company profile video can minimize the time used by the client. With the company profile video on CV. Zaky Sukma Nurinda, clients will find it easier when they want to know the history of the company and or want to know more information about the company, then the company profile video will be used properly on CV. Zaky Sukma Nurinda, especially in provide information on existing information on the client. CV. Zaky Sukma Nurinda is a construction company in the field of implementation in the form of CV. This company needs this company profile video to provide information about the company and also promote the company. These videos are also known as company profile videos. In a study conducted by (Kausar et al., 2015) "Video company profile is one of the effective media in propagating companies, products, and promotions for the potential of an area". With a company profile video, it usually describes the history of the establishment of a company, product or the potential of an area. Company profile (business) can be linear multimedia or interactive multimedia that is needed to explain something more detailed and accurate. Research by (Haryanto & Nugroho, 2015) The main purpose behind making a Company Profile is to approach important segments in business development. This Company Profile can be directed to potential investors, new customers, expanding the company's business and as an introduction effort for employees. In a study made by (Yusuf Sukman, 2017) conducted research on Sushi Tei restaurant Yogyakarta entitled "Analysis and Design

of Company Profile for Sushi Tei Yogyakarta Based on Multimedia". Using liveness techniques and coupled with animation. This liveness technique is a technique that can also be referred to as video shooting which requires editing to get perfect shooting results. The design of this video goes through the process of taking information, as well as taking pictures on CV. Zaky Sukma Nurinda and using a smartphone. With this video, it is hoped that it will provide the desired information from the client, such as a brief history of the company, the services provided by the company and the history of the company.

Problem Identification

- (1) The problem faced by CV. Zaky Sukma Nurinda at this time is the lack of promotional media in the form of media and publications.
- (2) Due to the lack of promotional media, CV. Zaky Sukma Nurinda is not fully known.

Method

- (1) The author made this video profile with the aim of helping CV. Zaky Sukma Nurinda to help promote in the field of media, the method used in making this video uses techniques, namely field observations, interviews, literature studies.

Discussion

- (1) The author of this practical work carried out from September 2020 to December 2020.
- (2) The design of CV. Zaky Sukma Nurinda's video profile is designed through determining ideas, story ideas, planning implementation schedules and making storyboards. Storyboard is a shooting management technique. By making a list of taking pictures of each scene and visualizing it in the form of a picture sketch. The storyboard that the author designed in making a company profile video on CV. Zaky Sukma Nurinda is as follows:
 1. Scene 1 – CV. Zaky Sukma Nurinda logo
In this initial scene, the CV. Zaky Sukma Nurinda logo displays
 2. Scene 2 – Company Background, This scene briefly shows the company background about CV. Zaky Sukma Nurinda
 3. Scene 3 – Company Background
In this scene continue the company background
 4. Scene 4 – Company mission
This scene shows the company's mission
 5. Scene 5 – Company vision
This scene shows the company's vision
 6. Scene 6 – Company executive profile
This view displays a brief profile
 7. Scene 7 – Company executive profile
This view displays a brief profile

8. Scene 8 – Company executive profile, This view displays a brief profile
9. Scene 9 – big project that has been completed, in this scene, photos of large project documentation that have been completed
10. Scene 10 – big project that has been completed, photos of large project documentation that have been completed
11. Scene 11 – CV.Zaky Sukmaa Nurinda logo, in this scene as a closing display

Conclusion

- (1) in accordance with the design and implementation of a video profile to assist the company in promotional activities.
- (2) the existence of this video profile will make it easier for clients to get information about the company.
- (3) hope that in the future the design of this video profile will be more creative and informative.
- (4) thanks to the campus and the company for helping this activity so that the design and implementation of this video can run well and smoothly.

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