

**PERANCANGAN MEDIA PROMOSI VIDEO COMPANY
PROFILE DAN BRANDING VILA ELINA**

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ABSTRAK

Perancangan paket media promosi video *company profile* Villa Elina ini bertujuan (1) Merancang paket media promosi desain komunikasi visual seperti video *company profile* dan *Branding* untuk Villa Elina agar menarik perhatian wisatawan mancanegara khususnya wisatawan lokal yang berkunjung di Bali (2) untuk merancang bentuk video *company profile* Villa Elina dengan tampilan cerita yang sinematik dan menambahkan efek transisi yang mendukung video sinematik.

Proses merancang karya desain komunikasi visual ini diawali dengan riset data Villa Elina dan metode perancangan media ini meliputi, media berkarya, pemaparan konsep dari setiap media dan proses *finishing* menjadikannya sebuah paket promosi. Hasil perancangan desain komunikasi visual ini adalah berupa delapan jenis desain media promosi yaitu video *company profile* berformat AVI dan MP4 dan media pendukung yang terdiri dari Handuk, Pin, Mug, Tote Bag, Logo, Stiker, Baju Kaos dan Kartu Nama.

Kata-kata kunci: Perancangan, Media Promosi, video *company profile*, *Desain Komunikasi Visual*, *Media*..

DESIGN OF VIDEO PROMOTION MEDIA COMPANY PROFILE AND VILA ELINA BRANDING

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ABSTRACT

The design of the Villa Elina company profile video promotional media package aims to (1) Design a visual communication design promotional media package such as a company profile video and Branding for Villa Elina to attract the attention of foreign tourists, especially local tourists visiting Bali (2) to design the form of a video company profile Villa Elina with a cinematic story display and adding transition effects that support cinematic videos.

The process of designing this visual communication design work begins with researching Villa Elina's data and this media design method includes, media creation, presentation of the concept of each media and the finishing process to make it a promotional package. The results of this visual communication design design are in the form of eight types of promotional media designs, namely company profile videos in AVI and MP4 formats and supporting media consisting of Towels, Pins, Mugs, Tote Bags, Logos, Stickers, T-shirts and Business Cards.

Keywords: Design, Promotional Media, video company profile, Visual Communication Design, Media..