

## INTISARI

### PEMBUATAN VIDEO *COMPANY PROFILE*

#### “PUSKESMAS SEYEGAN”

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Puskesmas adalah unit pelaksana teknis dinas kabupaten/kota yang bertanggungjawab menyelenggarakan pembangunan kesehatan di suatu wilayah kerja (Departemen Kesehatan, 2011). Puskesmas Seyegan memiliki berbagai inovasi pelayanan, dan fasilitas untuk menunjang pelayanan kesehatan masyarakat yang lebih baik. Namun Puskesmas Seyegan hanya memiliki media cetak berupa brosur dalam mengenalkan Puskesmas Seyegan kepada publik.

*Video company profile* adalah sebuah audio video yang dibuat untuk mengenalkan sebuah perusahaan kepada publik. Dibuatnya *video company profile* Puskesmas Seyegan bertujuan untuk mengenalkan Puskesmas Seyegan kepada publik dan tentunya media promosi ini lebih menarik dibandingkan media cetak. Pada *video company profile* ini, diperlihatkan ilustrasi tentang sejarah singkat, visi misi, motto, macam-macam pelayanan, dan fasilitas. *Video company profile* ini akan dimuat di Youtube dan *website* Puskesmas Seyegan.

Proses pembuatan *video company profile* dimulai dengan proses pra produksi yang meliputi pengembangan ide, riset, pembuatan *storyline*, dan pembuatan *storyboard*. Kemudian dilanjutkan dengan proses produksi yaitu proses syuting. Terakhir adalah proses pasca produksi, yaitu proses *editing* yang menggunakan *software Adobe Premiere Pro*, *Adobe After Effects*, dan *Adobe Illustrator*. Hasil dari penelitian ini berupa *Video company profile* Puskesmas Seyegan dengan menambahkan *motion graphic* ke dalam video.

**Kata kunci:** *Video Company Profile*, Puskesmas, *Motion Graphic*, *Adobe After Effects*

## **ABSTRACT**

### **THE MAKING OF COMPANY PROFILE VIDEO “PUSKESMAS SEYEGAN”**

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District Health Center is the technical implementation unit of the district / city office which is responsible for carrying out health development in a work area (Ministry of Health, 2011). Seyegan Health Center has various service innovations and facilities to help public so they can get a better health services. However, Seyegan health center only use printed media such as brochure to tell people about its program and features.

Company Profile Video is an audio video made to introduce a company to the public. So the Seyegan Health center Company Profile Video is created to introduce the health center to public and we purposely using Video as format to promote the health center to reach wider range of audience by putting the video on online media such as Youtube and Website. The video shown illustrations about the brief history, types of services, facilities, and innovations of the Seyegan Health Center so public could understand better about Seyegan Health Center.

The process of making a video company profile begins with a pre-production process which includes developing ideas, research, making storylines, and making storyboards. Then proceed with the production process, namely the shooting process. The last is the post-production process, which is the editing process by using Adobe Premiere Pro, Adobe After Effects, and Adobe Illustrator software. The result of this research is a video company profile of Seyegan Health center by adding motion graphics to the video.

**Keyword:** Company Profile Video, District Health Center, Motion Graphic, Adobe After Effects