



INTISARI

Pra Produksi video merupakan tahapan awal pada produksi video *company profile* Sabila Transport oleh Bikin Bareng Creative. Perencanaan diatas kertas pada pra produksi menentukan baik buruknya proses produksi. Tujuan penelitian tugas akhir ini adalah untuk mengetahui bagaimana tahap perencanaan pra produksi video *company profile* Sabila Transport oleh Bikin Bareng Creative. Pada penelitian ini menggunakan metode penelitian kualitatif deskriptif. Teknik pengumpulan data berupa wawancara, observasi, dan studi pustaka. Jenis data yang digunakan yaitu data primer dan data sekunder. Data primer diperoleh dengan wawancara dengan sutradara serta *proyek manager* Bikin Bareng Creative dalam proyek Sabila Transport dan observasi video *company profile* Sabila Transport. Data sekunder diperoleh dari dokumen produksi Bikin Bareng Creative mengenai Sabila Transport. Hasil penelitian yang dilakukan menunjukkan bahwa perencanaan pra produksi Sabila Transport dibagi menjadi tiga tahap yaitu tahap perencanaan konsep, rapat produksi, dan penugasan bidang kerja kru. Berdasarkan tiga tahapan pra produksi ini, Bikin Bareng Creative memproduksi video *company profile* Sabila Transport. Namun, terdapat beberapa kendala pada pra produksi video yaitu perubahan-perubahan rencana produksi dari pihak Sabila Transport. Bikin Bareng Creative perlu mengevaluasi metode pra produksi yang digunakan.

Kata Kunci: Pra Produksi, Video *Company Profile*, *Digital Agency*, *Car Rental*, Bikin Bareng Creative, Sabila Transport



ABSTRACT

Pre-production is the first step of a video making process for Sabila Transport company profile made by Bikin Bareng Creative. Early concept and planning have an important role to establish the overall production process. This research is made to know how Bikin Bareng Creative prepares their pre-production process for Sabila Transport company profile video. This research is using the “kualitatif deskriptif” method. Data are collected by interview, observation, and literature review while using primary and secondary data. Primary data were collected by interviewing video director and project manager from Bikin Bareng Creative which are responsible for the Sabila Transport company profile project and by doing observation on the company profile video of Sabila Transport. Secondary data were collected from the production archive of Bikin Bareng Creative. The result from the research shows that the pre- production process was divided into three steps; concepting, production meeting, and job delegation. The same steps were used by Bikin Bareng Creative. Therefore, Bikin Bareng Creative hosts some hindrances in the pre-production process and need to evaluate their method of choice.

Keyword: Pre-Production, Company Profile Video, Digital Agency, Car Rental, Bikin Bareng Creative, Sabila Transport.