

VIVI DEWI SUSANTI, 21.240.0032

**PRODUKSI COMPANY PROFILE BERBASIS MULTIMEDIA SEBAGAI
MEDIA PROMOSI DI SMK GONDANG WONOPRINGGO**

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xiii + 120 Halaman / 44 Gambar / 13 Tabel / 2 Lampiran / 25 Pustaka (2013-2024)

ABSTRAK

SMK Gondang Wonopringgo menghadapi keterbatasan media promosi yang dapat menyampaikan informasi secara menarik dan rinci. Untuk menjawab kebutuhan tersebut, dirancang dan diproduksi company profile berbasis multimedia yang berfungsi untuk menyampaikan informasi lengkap mengenai fasilitas, program keahlian, dan keunggulan sekolah. Produksi video ini dilakukan dengan metode Multimedia Development Life Cycle (MDLC), yang meliputi enam tahap: concept, design, material collecting, assembly, testing, dan distribution. Pengambilan gambar dilakukan menggunakan teknik sinematik, termasuk footage aerial dengan drone, sedangkan proses penyuntingan dilakukan menggunakan Adobe Premiere dan After Effects. Pengujian dilakukan melalui User Acceptance Testing (UAT) dengan indikator usability testing yang meliputi learnability, memorability, efficiency, errors, dan satisfaction dengan melibatkan kepala sekolah dan tim PPDB. Hasilnya menunjukkan bahwa video ini mampu memenuhi kebutuhan promosi sekolah dan menarik minat calon siswa. Company profile ini diharapkan dapat memperluas jangkauan informasi mengenai SMK Gondang Wonopringgo melalui platform digital yaitu YouTube.

Kata Kunci : Company Profile, Multimedia, Media Promosi, SMK Gondang Wonopringgo

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PRODUCTION OF A MULTIMEDIA-BASED COMPANY PROFILE AS A PROMOTIONAL MEDIA AT SMK GONDANG WONOPRINGGO

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xiii + 120 Pages / 44 Figure / 13 Table / 2 Attachment / 25 References (2013-2024)

ABSTRACT

SMK Gondang Wonopringgo faces limitations in promotional media that can convey information attractively and in detail. To address this need, a multimedia-based company profile was designed and produced to deliver comprehensive information about the school's facilities, vocational programs, and advantages. The video production employed the Multimedia Development Life Cycle (MDLC) method, which includes six stages: concept, design, material collecting, assembly, testing, and distribution. The footage was captured using cinematic techniques, including aerial footage with drones, while the editing process utilized Adobe Premiere and After Effects. Testing was conducted through User Acceptance Testing (UAT) using usability testing indicators, covering learnability, memorability, efficiency, errors, and satisfaction, involving the principal and the school admission team. The results indicate that the video successfully fulfills the school's promotional needs and attracts prospective students. This company profile is expected to expand the reach of information about SMK Gondang Wonopringgo through digital platforms, particularly YouTube.

Keywords : Company Profile, Multimedia, Promotional Media, SMK Gondang Wonopringgo