

WAHYU SANTOSO PUTRA. 22.240.0105

COMPANY PROFILE PT FUTURE SYNERG INDONESIA SEBAGAI MEDIA PROMOSI PERUSAHAAN, dibawah bimbingan Widiyono, S.T., M.Kom dan Arief Soma Darmawan, S.T, M.Kom.47 hal, 12 Gambar , 8 tabel, 13 Pustaka (2021–2024).

ABSTRAK

Perkembangan teknologi digital menuntut perusahaan untuk menggunakan media promosi yang lebih efektif dan menarik, salah satunya melalui video company profile berbasis multimedia. PT Future Synergy Indonesia (FS.ID), yang bergerak di bidang penjualan laptop, komputer, dan aksesoris IT di Kabupaten Pekalongan, masih memiliki keterbatasan dalam penyampaian informasi promosi melalui media konvensional dan konten singkat di media sosial. Penelitian ini bertujuan untuk merancang dan memproduksi video company profile sebagai media promosi yang mampu meningkatkan brand awareness dan citra profesional perusahaan. Metode yang digunakan adalah Multimedia Development Life Cycle (MDLC) yang meliputi tahap concept, design, material collecting, assembly, testing, dan distribution, dengan pengumpulan data melalui observasi dan wawancara. Pengujian dilakukan menggunakan User Acceptance Testing (UAT) dengan indikator usability testing. Hasil penelitian menunjukkan bahwa video company profile yang dihasilkan mampu menyampaikan informasi perusahaan secara jelas, menarik, dan mudah dipahami, serta dinilai layak digunakan sebagai media promosi PT Future Synergy Indonesia untuk meningkatkan daya tarik dan kepercayaan konsumen.

Kata kunci : Company Profile, Media Promosi, Video, Multimedia, MDLC, User Acceptance Testing.

WAHYU SANTOSO PUTRA. 22.240.0105

COMPANY PROFILE OF PT FUTURE SYNERGY INDONESIA AS A COMPANY PROMOTIONAL MEDIUM, under the supervision of Widiyono, S.T., M.Kom and Arief Soma Darmawan, S.T., M.Kom. 47 pages, 12 figures, 8 tables, 13 references (2021–2024).

ABSTRACT

The rapid development of digital technology encourages companies to utilize more effective and engaging promotional media, one of which is a multimedia-based company profile video. PT Future Synergy Indonesia (FS.ID), a company engaged in the sale of laptops, computers, and IT accessories in Pekalongan Regency, still faces limitations in delivering comprehensive promotional information through conventional media and short social media content. This study aims to design and produce a company profile video as a promotional medium to enhance brand awareness and strengthen the company's professional image. The research employs the Multimedia Development Life Cycle (MDLC) method, which consists of the stages of concept, design, material collecting, assembly, testing, and distribution, with data collected through observation and interviews. The video evaluation is conducted using User Acceptance Testing (UAT) based on usability testing indicators. The results show that the developed company profile video is able to convey company information clearly, attractively, and effectively, and is considered suitable for use as a promotional medium to increase consumer interest and trust in PT Future Synergy Indonesia

Keywords: *Company Profile, Promotional Media, Multimedia, MDLC, User Acceptance Testing*