

ABSTRAK

PERANCANGAN MEDIA PROMOSI BERUPA VIDEO PROFILE

PERUSAHAAN CHOIR EXPRESS. Laporan Tugas Akhir, Jurusan Desain Komunikasi Visual, Institut Teknolgi & Bisnis Ahmad Dahlan Jakarta (Wisnu Setya Wardana, 23-09-2023) Tujuan dari tugas akhir ini adalah untuk media promosi perusahaan agar masyarakat bisa lebih mengetahui mengenai perusahaan choir express dan juga promosi-promosi yang sedang diberlakukan oleh perusahaan dengan tujuan lebih menarik customer yang ingin mengirim barang ke luar negeri bisa menggunakan jasa perusahaan Choir Express.

Kata kunci: Choir Express dan media promosi



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PROMOTIONAL MEDIA DESIGN IN THE FORM OF A CHOIR EXPRESS

COMPANY PROFILE VIDEO. Final Assignment Report, Department of Visual Communication Design, Ahmad Dahlan Institute of Technology & Business Jakarta (Wisnu Setya Wardana, 09-23-2023) The aim of this final assignment is as a promotional medium for the company so that the public can know more about the choir express company and also its promotions. promotions that are being implemented by the company with the aim of attracting more customers who want to send goods abroad can use the services of the Choir Express company.

Keywords: Choir Express and promotional media

