# ABSTRAK

Penelitian ini bertujuan untuk merancang media promosi berupa buku profil perusahaan (screen printing) yang berisi informasi tentang perusahaan dan layanan yang ditawarkan kepada masyarakat. Metodologi kualitatif-deskriptif dengan pendekatan (Practice-Based Research) digunakan dalam pengumpulan dan analisis data. Hasil akhir berupa buku profil perusahaan beserta media pendukung lainnya diharapkan dapat berfungsi sebagai alat promosi efektif bagi PT. Chang Hong Yin Hua.

Kata kunci: *Company profile*, *design*, media.

# *ABSTRACT*

*This study aims to design a promotional medium in the form of a company profile book (screen printing), which contains information about the company and the services offered to the public. A qualitative-descriptive methodology with a Practice-Based Research approach was used in data collection and analysis. The final result, in the form of a company profile book and other supporting media, is expected to serve as an effective promotional tool for PT. Chang Hong Yin Hua.*

*Keywords: Company profile, design, media.*