

## **ABSTRACT**

*CeLOE LMS Telkom University is an online learning platform aimed at students. The features and services offered by CeLOE LMS Telkom University are to improve the quality of learning for students, especially in online learning. CeLOE LMS Telkom University has a myriad of quality learning videos that can be accessed anywhere and anytime, making it easier for students to carry out online learning activities. In developing learning models, CeLOE LMS Telkom University has a number of facilities to produce quality learning videos. With all the features offered by CeLOE LMS Telkom University, of course this can improve the quality of student learning, especially online learning. In promoting its learning videos, CeLOE LMS Telkom University uses media in the form of video profiles. However, the video profile produced by CeLOE LMS Telkom University is still not liked by students, so there needs to be an update so that the image of CeLOE LMS Telkom University can be maintained. This final project has a duration of 2 minutes 20 seconds with the title "Designing a Video Profile as a Promotional Media at CeLOE LMS Telkom University". This video is designed with the aim of promoting CeLOE LMS Telkom University as a dynamic learning platform for students.*

**Keyword:** *Video Profile, Promotion, Learning Platform*