

ABSTRACT

Multimedia is a creative media that plays a very important role in people's lives, starting from business, learning, and as a promotional media. In the company, multimedia also plays an important role, one of which is the company profile video. With the company profile video, the company can visualize the profile of the company.

This Media Agency is a company engaged in developing creative strategies to help freelancers and also achieve consumer goals that focus on multimedia production. Finance at Tembok Creative acts as a financial and cash flow regulator for the company where it records all expenditure needs and also records income or income as a profit for Tembok Creative.

Finance is also responsible for maintaining financial security and financial flow stability in order to launch all Creative Wall projects. In this case, finance has the goal of getting project benefits for 6 months with a nominal target of Rp. 3,000,000, - and the results of working on the project, Creative Walls exceed the achievement of the required target, which is a total of 4 projects with a revenue of Rp. 5,700,000. ,-.

Keywords: Multimedia, Agency, Company, Finance, Creative, Cashflow