

ABSTRACT

The Production of Seven Inc commercial and documentation videos have contents commercial videos that aims to introduce men suit products produced by Seven Inc Company Yogyakarta and Video documentation is aims to capture and record activity at Seven Inc Yogyakarta Company. The Production of Seven Inc commercial videos and documentation is carried out by a videographer and has many stages start from pre-production, production and post-production. The pre-production is the first step to prepare the video making and documentary. Then, the production will start by shooting the video. And last, the post-production will be the process of editing with adobe premier pro and after effect to finalize the video according to purpose. Commercial videos still not upload because wait from social media specialist division to upload on platform social media Seven Inc Company Yogyakarta and the video commercial got a score 4,2 of 5 from apprentice with google form. One of documentation videos was uploaded to platform youtube Seven Inc Company Yogyakarta is missing school video documentation has received views 707, likes 233, and comments 265.

Keywords: Video, Commercial Video, Documentation Video, Seven Inc Company