

ABSTRACT

PT Tabel Data Informatika has social media that has not been organized and conceptualised neatly and also the documentation has not been archived properly. Presentation materials from the company also do not have good quality and still seem unconceived. PT Tabel Data Informatika needs digital assets, documentation, and audio editing. The company's needs are carried out with the aim of social media content, office equipment design, presentation media with partner companies, company product videos, and website project assets. The work on the needs of assets, documentation, and audio video editing is carried out with 5 stages, draw up the brief, project research, brainstorming, create, and feedback and finalization. The results of the multimedia division's work fulfill the company's needs and the company can use the results of the work that has been delegated before. Graphic design and audio video editing results for social media needs can be uploaded, office equipment design, presentations, and website assets can be implemented, and presentation videos can be used. It can be concluded that the multimedia division has worked on asset needs and run smoothly without any obstacles. All the assets that have been done belong to PT Tabel Data Informatika as a whole.

Keywords: Production, Asset, Editing.