

ABSTRACT

The dynamic journey of technology has opened the door to a digital age that is shaping the global lifestyle. global lifestyle. Information technology innovations have changed the way we work, communicate, and experience the world around us. The purpose of designing this work is to find out the production of the 1444 H Eid video of PT Petrokimia Gresik as a medium for conveying corporate messages. as a medium for conveying corporate messages. The theory used in the design of design of this work is digital communication which digital communication not only allows companies to interact with their audiences, but also provides opportunities to expand reach and achieve goals. digital communication not only allows companies to interact with their audiences, but also provides opportunities to expand the reach and achieve communication goals with efficiency that far surpasses traditional media (Kaplan & Haenlein, 2010), the theory of corporate communication which in the current era, the reputation of the company, the reputation of the company, the company's reputation, and the company's reputation. which in today's era, a company's reputation, image, success and failure of a company is highly dependent on the image built by the company, including through various digital communication platforms. The company, including through various digital communication platforms (Juwita, 2017), and the theory of directing techniques in which the series of directing technique theory, which is a series of artistic actions taken by a director to create harmony in an director to create harmony in a work and to effectively convey messages to the audience (Prasetyo, 2017). The result obtained is that the company successfully produced a video with the title "There's Always a Solution to a Happy Day". The conclusion of the design of this work is that the creative video produced by the company can convey the corporate message of the company well and get a positive response from the audience in the form of comments on the company's Youtube and Instagram accounts.

Keywords: *Digital Communication, Corporate Communication, PT Petrokimia Gresik,*