

ABSTRACT

In today's digital era, business sector has transformed drastically, especially in the field of technology. To face this business competition, PT GITS Indonesia, which is engaged in technology, created a new breakthrough, namely the concept of supply chain management technology integrated with artificial intelligence (Supply Chain Management Powered by AI). In addition to new breakthroughs, this new technology requires a marketing strategy to introduce to the target audience. Digital marketing strategy plays an important role in aligning company goals. The company decided to make a Video Marketing in the form of Explainer Video. Explainer Video has become a popular tool to convey messages to the target audience in an interesting and easy-to-understand way. This Final Project Design aims to analyze the design of explainer video as a marketing video with a focus on using the design method by Angus & Heather (2014). Data collection in this work design is by analyzing qualitative data with interviews, observation data and personal documentation of the author during his time as an MSIB batch 5 intern at PT GITS Indonesia in the Sales and Marketing Support division. This Explainer Video is marketing communication tools to introduce and promote Supply Chain Management Powered by AI.

Keyword : *Explainer Video, Marketing Video, Design Method*