

## ABSTRACT

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*PT Tabel Data Informatika, as a company engaged in the field of information technology, recognizes the importance of utilizing digital media in their marketing strategy. Therefore, a video-based company profile is proposed as a solution to convey information in a more engaging and informative manner to potential clients, business partners, and the public. The design of this video includes needs analysis, planning, storyboard creation, material collection, editing process, and review and revision. This video is expected to present comprehensive information about the company, including its vision, mission, products, services, achievements, and contact information. In addition, the video aims to strengthen the company's image as a professional and innovative provider of information technology services. The final result of this design is an attractive, informative, and professional company profile video. This video has undergone testing from several aspects determined by the company, such as visual quality, synchronization between audio and visual, clarity of narration, content suitability, and the duration specified by the company. This shows that the video successfully meets the company's needs and expectations in terms of information and promotion.*

*Keywords: Company Profile, Video, Information, Promotion, PT Tabel Data Informatika*