

ABSTRACT

In the digital era that is all connected, competition in the creative industry, especially in the field of media production, is getting tighter. To stay relevant and known by the public, video production companies need to implement effective marketing strategies, one of which is through advertising videos. Interesting and informative advertisements can increase brand awareness and form positive perceptions in the minds of consumers. The internet, especially platforms like YouTube, is a very potential media in conveying advertising messages widely and efficiently. Based on the results of a survey of 40 respondents. it was found that some of them did not know Mateha Production, but the majority used YouTube to search for product information. This shows a great opportunity for Mateha Production to utilize advertising videos as a means of promotion. Designing informative and relevant advertising videos can increase the effectiveness of messages in building brand awareness. This work aims to design commercial advertising videos for Mateha Production to increase brand awareness and contribute to the implementation of marketing communication strategies through digital media.

Keywords: Mateha Production, advertising video, brand awareness