

ABSTRACT

Cirebon is a city in West Java which is located on the north coast of Java Island or the Pantura trail. Cirebon's strategic location makes the city a central port in ancient times until the city is visited by migrants from the world, such as China, Europe, Arab and even India. Because of this then formed acculturation or mixing culture so as to make Cirebon as a city that contains many cultural values and strong traditions. Cirebon has a lot of charms from its history, traditions and culinary. The final work of Video Profile aims to promote the city of Cirebon as well as increase the awareness of the people of Cirebon to maintain the indigenous traditions and culture of Cirebon itself. This Video profile lasts about 4 minutes. The conclusion of this video profile is that the audience can be more interested and know the traditions of Cirebon. It is also able to make Cirebon city more developed in time

Keywords : Cirebon, traditions, culture, branding, video profile