

ABSTRACT

PT Citi Asia Internasional as a pioneer of consulting and implementation in Indonesia, serves business and institutional public for sustainable processes and contributes to social impact. PT Citi Asia Internasional profile uses a company profile that is both document and animated. The company profile video that the author made is used to help inform and provide awareness regarding the company profile of PT Citi Asia Internasional to the Government and B2G industries. The author conveys the message using video media, the video is a type of company profile video media. Audio visual is a combination of sound combined with visuals or video media images to convey the message of PT Citi Asia Internasional's company profile because video is more effective and efficient. With company profile video, it gives the impression that the company profile video that the author made can be a branding strategy by increasing brand awareness that PT Citi Asia Internasional is a pioneer of smart city companies in Indonesia. PT Citi Asia Internasional's company profile video which was shown at the ISNA event and also the INDO BUILD TECH exhibition, made PT Citi Asia Internasional's company profile video successful in seizing the audience and audience of invited guests. The company profile video shown has an impact in the form of awareness which shows that PT Citi Asia Internasional is a pioneer of a smart city management consulting company in Indonesia.

Keywords: *PT Citi Asia Internasional, Video Company Profile, Branding*