

ABSTRACT

DESIGNING A VIDEO PROFILE THOURGH A DESIGN STRATEGY APPROACH CASE STUDY CV INSAN NUSANTARA

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Islamic boarding schools have an important role in maintaining Islamic traditions in Indonesia, the company CV. Insan Nusantara sees that there is a broad market potential for products at Islamic boarding schools. However, companies still face challenges in acquiring global market knowledge. Therefore, companies need media that can clearly communicate their potential to the global market. CV Insan Nusantara does not yet have media in the form of a video profile that can introduce the company and the products it offers to the global market. In this design, the author will utilize CV Insan Nusantara's video profile as an appropriate medium for marketing Islamic boarding schools' products using descriptive qualitative research methods with a design strategy approach and data collection techniques using interviews, observation, and literature study.

Keywords: Pesantren, CV Insan Nusantara, Video Profile, Design, Design Strategy