

## **ABSTRACT**

*This research is titled "Implementation of Persuasive Communication in the Production of the Video 'Behind the Kitchen of Kebabfactory.ID' as Director of Photography." The aim is to explore the role of the Director of Photography (DoP) in creating a company profile video for Kebab Factory.ID, an F&B company that sells kebabs. With the backdrop of the rapid development of information and communication technology, this study examines how digital video can be used to build a company's image and establish cooperation with various stakeholders. The research methodology includes three main phases: pre-production, production, and post-production. The pre-production phase involves in-depth research and planning of the video concept and storyline. The production phase includes shooting at various strategic locations, while the post-production phase focuses on editing and perfecting the video to ensure optimal quality. The results show that cinematography theory and persuasive communication concepts play a crucial role in producing engaging and informative visuals. The 5C concept in cinematography (camera angle, continuity, composition, close-up, and cutting) is effectively applied to create a video that successfully conveys its message. The company profile video of Kebab Factory.ID successfully introduces the company, showcases its history and flagship products, and builds an emotional connection with the audience. This research emphasizes the importance of the DoP's role in ensuring visual and audio quality aligns with the initial concept, as well as the relevance of video as an effective communication tool in the digital era.*

*Keywords: Director of Photography, company profile, persuasive communication, cinematography, mass communication.*