

ABSTRACT

This study aims to design and produce a video-based company profile as an information medium for Bandung Smart City. The background of this study is the need to improve the effectiveness of public information delivery in Bandung City, particularly regarding the Smart City programme managed by the Communication and Information Agency (DISKOMINFO). The problem faced is the lack of easily understandable and interesting information for the public. The objective of this study is to develop a more effective communication medium through video, which can introduce the vision, mission, and programmes of Bandung Smart City to the public. The methods used were the Pre-Production method and the Production method, which consisted of two steps: book production and video production. Equally important was the use of testing methods, namely the System Usability Scale (SUS) and Descriptive Analysis to measure the usability of the video in terms of clarity, visual design, and the appeal of the information conveyed. The research results indicate that the produced company profile video has a good level of usability, with an average SUS score of 79.4 and an average Descriptive Analysis score of 7.66, indicating positive acceptance from the company. The conclusion of this study is that the creation of a technology-based company profile video is effective in conveying information about the Smart City concept, while also enhancing the positive image of Bandung City as a smart and innovative city in technology.

Keywords: Company Profile, Smart City, Bandung, Information Media, System Usability Scale (SUS), Descriptive Analysis, Information Delivery, DISKOMINFO, Technology, Public Communication.