

ABSTRAK

Prawita Garden, a fruit orchard and bee farm in Banyumas, faces the challenge of stagnant post-pandemic sales despite leveraging various social media platforms. The existing profile video is a product of a simple creation, so this study redesigned the Prawita Garden profile video as an informational medium. A descriptive qualitative method was used through observation, interviews, documentation, and data analysis. The profile video was designed with an enthusiastic and inspiring concept, accompanied by a voice-over narrative that will introduce Prawita, the most comprehensive honey bee farm in Banyumas, with a focus on honeybees and various aspects: Fruit Orchards, Production, Education, Innovation, Conservation, and Pollination. The expected result is a profile video that can attract attention while conveying information effectively.

Keywords: Prawita Garden, Honeybee Farming, Profile Video