

ABSTRACT

This final project aims to produce a company profile video for PT Kereta Cepat Indonesia China (KCIC) as a visual communication medium that effectively and attractively delivers corporate information. The project was driven by the need for a concise, clear, and easily understood promotional medium, particularly to introduce the Whoosh high-speed rail service to the public. The production process followed the stages of pre-production, production, and post-production. Data were gathered through field observations, documentation, and analysis by the Corporate Communication team, supported by software. The final product is a 3-minute and 48-second video with a narrative flow covering the project's construction, worker activities, inauguration by the President of Indonesia, explanation of the "Whoosh" acronym, animation of the Jakarta–Bandung route, passenger experiences, station development, and intermodal integration. Feasibility testing using the System Usability Scale (SUS) resulted in an average score of 87,35, indicating a good category and suitability as an information and promotional medium. This product is expected to enhance the company's image and broaden public awareness of high-speed rail services in Indonesia.

Keywords: company profile video, KCIC, Whoosh, System Usability Scale (SUS)