

ABSTRACT

The Angklung Gandhi Studio is one of the centers for the production of traditional musical instruments in Purwokerto, Banyumas Regency, to be precise in Karangnanas village. This studio has good quality musical instruments, because the bamboo raw material used is selected bamboo that has gone through a drying process so it doesn't rot easily and has a good sound. Since the occurrence of the Covid-19 pandemic, it has greatly affected the operation of this studio, which has resulted in a decrease in the number of purchases. Therefore, Angklung Gandhi Studio needs to be improved in terms of promotion by designing a video profile as an information and promotional medium, so as to increase interest in the number of purchases in this studio. The method used in this design is descriptive qualitative method, covering the results of interviews, documentation and observation of field objects that aim to collect the data needed for this research and then describe it descriptively. The data analysis technique uses the SWOT (Strengths, Weakness, Opportunity, Threats) analysis method to obtain the results of data analysis from competitors and the strategies that can be used in this design. The strategy used is to show good product quality using selected quality bamboo raw materials and information about the Gandhi Angklung Studio which is packaged into a video form. In this design, a profile video will be produced, as well as several supporting media, namely Youtube Shorts, Facebook Ads, Polo T-shirts, banners and banners.

Keywords: Profile Video, Angklung Gandhi Studio, Promotion