

ABSTRACT

Profile videos are important when it comes to introducing a company or institution. Currently, IT Telkom Purwokerto needs a strategic marketing communications plan to increase promotion for its academic programs, one of which is the Product Design study program (DESPRO). Currently, the number of students in the Product Design study program is still not optimal because the number is still below the expected target. This is due to a lack of understanding and knowledge of prospective students and students' parents regarding the Product Design study program. The design of this profile video is intended as an advertising media idea for public education to gain insight and knowledge about the Product Design study program. This research applies qualitative methods and collects data through an interview process and literature study. Making this 3-dimensional animated advertisement can give more attention to the intended target audience, the author suggests for the future, better execution, better quality and faster work.

Keywords: 3D Animation, Advertising, Product Design Study Program