

## ***ABSTRACT***

*This research aims to design advertising videos as promotional media for the Visual Communication Design Study Program (DKV) at the Telkom Institute of Technology Purwokerto. The methods used include needs analysis to identify target audiences, visual preferences and key messages. Creative concepts are developed to produce relevant interesting ideas and themes. Storyboards are designed to detail each scene for a cohesive storyline. Video production uses high-quality techniques and equipment to ensure optimal visuals and audio. The results show that advertising videos with attractive visuals and clear messages can increase awareness and interest of prospective students. These videos are distributed via social media platforms such as Facebook, Instagram, YouTube, and TikTok. Evaluation of effectiveness through surveys and data analysis shows significant increases in the number of views, likes, comments and shares. In conclusion, this advertising video is effective in increasing the visibility and attractiveness of the DKV Study Program and strengthening the positive image of the institution.*

*Keywords: Video, Promotion, Student*