

ABSTRACT

DIGITAL MARKETING INNOCIRCLE INITIATIVE VIDEO DESIGN

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InnoCircle Initiative is one of the startup coop incubators that connects founders, investors, academics, and governments to create products that have economic and social impacts. To better introduce the InnoCircle Initiative profile, a digital marketing video design was made that can be uploaded via the Youtube platform. In making digital marketing video using 3 stages, namely pre-production, production, and post-production. In the pre-production stage contains the creation of a synopsis, storyline, video capture schedule, and Development of concept, the production stage is the video capture stage, and the post-production stage is editing using the Adobe Premiere Pro CS6 application.

Keywords: digital marketing, coop, platform, startup, storyline.

