

ABSTRACT

PT. Puskomedia Indonesian Creative, for example, requires a media to publish numerous items that have been developed, and promotion is one approach to introduce a product. As a result, it is important to create a video advertising that may be utilized to market PT. Puskomedia Indonesian Creative's current products. This research employs observation, interviews, and design stages in pre-production, production, and postproduction. This study creates an advertising film that can be used for media promotion and then shared on social media sites like YouTube so that it can be seen by a larger audience.

Keywords: Promotion, Advertising Film, Social Media