

ABSTRACT

“DESIGNING VIDEO TESTIMONY OF THE APPLICATION OF MATUR BUPATI AT THE DINAS KOMINFO OF PURBALINGGA REGENCY”

By:

Gerry Christian Tambunan

In the current era of technological development, promotions are not only carried out in print media but also in electronic media, one of which is video testimonials. Video testimonial is a video that is used to display testimonials from users or clients about a product or service. In the context of designing a video testimonial application for Matur Bupati at the Dinas Kominfo Purbalingga Regency, this video will display testimonials from users of the Matur Bupati application about how the application helps in sourcing aspirational media and increases efficiency and transparency in the process of managing data and information at the Dinas Kominfo Purbalingga Regency. Matur Bupati is a media source of information and aspirations for the people in the Purbalingga area.

Keywords: Video, Testimonial, Matur Bupati