

MAKING ASUPAN KOPI PROFILE VIDEO USING SHORT B-ROLL TECHNIQUE

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Abstract

A video profile is a recording that is displayed on audio-visual media that presents a multimedia identity from shooting/filming, combined with a series of logos, photos, text, charts, graphics, which are explained in a balanced way with background. Profile videos can also be useful as promotional media and provide a good image for a company. Seeing that in the current millennial era, various business fields really need digitalization promotion by making a video of the business profile. As well as promoting a coffee shop business which is widely loved by many people, especially serving coffee shops with various variants or different intakes from other coffee shops is a challenge for business actors. Because it is very important to know the promotion technique in making profile videos, namely the Short B-Roll technique. Short B-Roll is a videography and photography technique where this technique does not shoot the main object, in other words as a technique that shoots by focusing on the object you want to display. With the Short B-Roll technique, it has the opportunity to attract many consumers in the coffee shop business.

Keywords : video, profile video, cafe, short b-roll