

ABSTRAK

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PERANCANGAN VIDEO PROFILE BENGKEL REPAINT OUR GARAGE SEBAGAI MEDIA PROMOSI

Pemilihan warna yang menarik pada motor dapat menjadi pusat perhatian dan menambah kepercayaan diri saat berkendara. Pengendara motor yang ingin melakukan perubahan warna kendaraannya akan rela mengeluarkan uang untuk hasil yang maksimal dan sesuai ekspektasi. Maka, harus pintar dalam memilih jasa repaint yang tepat agar tidak rugi dan menyesal. Kini hadir di tengah masyarakat, yaitu Bengkel *Repaint Our Garage* sebagai jasa pengecatan ulang terpercaya dalam mewujudkan keinginan pengendara motor untuk tampil menarik di perjalanan. Penelitian ini bertujuan merancang video profile Bengkel *Repaint Our Garage* sebagai media promosi. Proses desain menggunakan tahapan *Design Thinking* menurut Plattner. Subjek penelitian adalah masyarakat di usia 16 tahun ke atas yang menggunakan dan menggemari dunia sepeda motor.

Cara analisis data dengan observasi, wawancara, kuesioner, data pustaka, dan internet. Video *profile* Bengkel *Repaint Our Garage* menggunakan konsep *Cinematic Short Movie* dengan alur yang emosional, tidak kaku, dan sesuai fakta. Berisikan proses pengerjaan, hasil *repaint*, pelayanan, dan drama pada bagian awal dan akhir. Video *profile* harus menampilkan informasi yang sesuai fakta lapangan dengan konsep

menarik agar target khalayak dapat memberikan respon yang baik dan menambah nilai jual jasa Bengkel *Repaint Our Garage*. Konsep dan gaya audio visual dirancang menurut pandangan dari masyarakat umum agar video *profile* yang dirancang subjektif dan objektif.

Kata kunci: Bengkel *Repaint*, Video *Profile*, Otomotif, Audio Visual

ABSTRACT

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OUR GARAGE REPAINT WORKSHOP PROFILE VIDEO

DESIGN AS A PROMOTION MEDIA

The choice of attractive colors on the motorbike can be the center of attention and increase confidence when driving. Motorcyclists who want to change the color of their vehicle will be willing to spend money for maximum results and according to expectations. So, you have to be smart in choosing the right repaint service so you don't lose and regret. Now present in the community, namely Our Garage Repaint Workshop as a trusted repainting service in realizing the desire of motorcyclists to look attractive on the road. This study aims to design a video profile of the Our Garage Repaint Workshop as a promotional media. The design process uses the Design Thinking stage according to Plattner. The research subjects are people aged 16 years over who use and enjoy the world of motorcycles.

The method of data analysis is by observation, interviews, questionnaires, library data, and the internet. The Our Garage Repaint Workshop video profile uses the Cinematic Short Movie concept with an emotional, not rigid, and factual plot. Contains the workmanship, repaint results, services, and drama at the beginning and end. The video profile must display information that is in accordance with the facts on the ground

with and interesting concept so that the target audience can give a good response and increase the selling value of Our Garage Repaint Workshop services. The concept and style of audio visual is designed according to the views of the general public so that the video profile designed is subjective and objective.

Keywords: *Repaint Workshop, Video Profiles, Automotive, Audio Visual*