Making Video Company Profile to Promote Lituhayu Vespa Indonesia

Internship Report

Submitted to meet a part of the requirements to obtain an Ahli Madya Degree in English Language

by

Ardian Eka Permana
C9312007

English Diploma Program
Faculty of Cultural Sciences
Sebelas Maret University
Surakarta
2016
The undersigned below hereby state that this internship report has been approved and accepted by the Board of Examiners of English Diploma Program, Faculty of Cultural Sciences, Gadjah Mada University.

Title of Internship Report:
Making Video Company Profile to Promote Lituhayu Vespa Indonesia

Name of Intern:
Ardian Eka Permana – C9312007

Surakarta, January 2017
Internship Supervisor

Prof. Drs. Mugiatna, M.Si., PhD
NIP. 195102011986011001
ACCEPTANCE

The undersigned below hereby state that this internship report has been approved and accepted by the Board of Examiners at English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University.

Title of Internship Report:
Making Video Company Profile to Promote Lituhayu Vespa Indonesia

Name of Intern:
Ardian Eka Permana – C9312007

Date of Examination:
Jumat, 13 Januari 2017

Board of Examiners

Name, Position                                    Signature
1. Dra. Susilawati, MA                              [Signature]
   NIP. 195102011986011001                          Chair

2. Karunia Purna Kuscai, S.S., M.Si                [Signature]
   NIP. 198211242009122002                          Secretary

3. Prof. Drs. Mugiajatna, M.Si., Ph.D              [Signature]
   NIP. 195102011986011001                          Examiner

Approved by Dean,
Dean of Cultural Sciences,
Prof. Drs. Riyadi Santosa, M.Ed., PhD
NIP 195502281986011001
ACKNOWLEDGMENT

Alhamdulillahi rabbil ‘alamîn, Praise is merely to the Almighty Allah SWT for the gracious mercy and tremendous blessing that enables me to accomplish this Ahli Madya final report entitled: Making Video Company Profile to Promote Lituhayu Vespa Indonesia. This Ahli Madya final report is presented to fulfill one of the requirements in accomplishing Ahli Madya in English Diploma Program, Cultural Sciences Faculty, University of Sebelas Maret Surakarta. Besides, I would like to express my sincere thanks to:

1. Prof. Drs. Riyadi Santosa M.Ed.,Ph.D as the Dean of Faculty of Cultural Sciences of Sebelas Maret University who has given approval to write this internship report.
2. Agus Dwi Priyanto S.S., M.CALL as the head of English Diploma Program who has given permission to conduct the internship activity and who has given guidance and encouragement in arranging this internship report.
3. Prof. Drs. Mugijatna, M.Si., PhD as my supervisor who gave guidance greatly helped me in writing this report.
4. Fandra Hari Purwanto as the owner of Lituhayu Vespa Indonesia, thanks for the opportunity given to me in providing my internship activity at that institution and thanks for all guidance.
5. My Vespa adventure team in Lituhayu Vespa Indonesia, Fandra Hari Purwanto, Gana Gustiarto, Riki Iga Rosandy, Evan Randy Harvianto, Prasetyo Putro and Dimas Dwi Atmaja thank you for the support and solidness.
6. My beloved parents and member of my family who always support me morally as well as economically, thanks for everything.
7. Special thanks to Chandra Mustika Rani, Angga Rafi Setiawan, Deni Kurniawan for support in making final task report.
8. Superfine Clove Cigarette.

Surakarta, [date]
Ardian Eka Permana
ABSTRACT

Ardian Eka Permana, 2017, Making Video Company Profile to Promote Lituhayu Vespa Indonesia, English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University.

This report is written based on my internship activities in Lituhayu Vespa Indonesia. The objectives of this report is to describe the process of making video company profile in Lituhayu Vespa Indonesia. This report also includes the discussion of problem solving strategy when making the video company profile. There are three basic steps of making video company profile; 1. Pre-production, 2. Production, 3. Post-production. I got some problems in making a video company profile in Lituhayu Vespa Indonesia, they were: 1. Camera: There were so many errors caused by the Wi-Fi connection which I connected to my self-phone which I hold; to handle this problem I decided to use a digital single lens reflex (DSLR). 2. Laptop: I found problems when I was editing the video. The ability of my laptop to open some videos is very bad. My laptop needed a very long loading time to edit the video that had been taken before. I visited my friends who lives in Yogyakarta to solve this second problem to borrow his computer to finish the video editing. 3. Application: Firstly, I used Wonder Share application but the application was not good enough to process editing. My Friend advised me to use Adobe Premier Application
# TABLE OF CONTENTS

- **APPROVAL** .................................................................................................................. i
- **ACCEPTANCE** .............................................................................................................. ii
- **ACKNOWLEDGMENT** ................................................................................................. iii
- **ABSTRACT** ................................................................................................................... iv
- **TABLE OF CONTENTS** ............................................................................................... v

## Chapter 1 Introduction ................................................................................................. 1
  - A. Background ................................................................................................................... 1
  - 1. Objectives ..................................................................................................................... 2
  - 2. Benefits ......................................................................................................................... 2

## Chapter 2 Institution .................................................................................................... 4
  - A. Company Profile ......................................................................................................... 4
  - B. Lituhayu Vespa Indonesia ......................................................................................... 5

## Chapter 3 Internship Activities ................................................................................... 7
  - A. General Activities ....................................................................................................... 7
  - B. Basic Steps of Making Video Company Profile ....................................................... 8
  - C. Steps of Editing Video Company Profile of Lituhayu Vespa Indonesia .................. 11
  - D. Problems Encountered while Making Video Company Profile and The Solution ................................................................................................................................. 21

## Chapter 4 Conclusion and Suggestion ........................................................................ 23
  - A. Conclusion .................................................................................................................. 23
  - B. Suggestion ................................................................................................................... 26

## References .................................................................................................................... 28

## Appendices .................................................................................................................... 29