

## ABSTRAK

**Hendri anzasmoro.***Pembuatan Videografi Sebagai Media Promosi Bitzrockshop Distro Pacitan.* Pacitan: STKIP PGRI Pacitan, 2020

Penelitian ini bertujuan untuk menciptakan videografi sebagai media promosi Bitzrockshop Distro Pacitan dengan menyediakan informasi yang lengkap, kegiatan-kegiatan didalam perusahaan yang sesuai kenyataan, dan menyediakan *contact person* yang lengkap sehingga antara produsen dan konsumen saling berkomunikasi secara intensif dan membuat videografi sebagai media promosi yang kreatif menarik. Penelitian ini merupakan penelitian pengembangan dengan menggunakan metode R&D (*Research and Developmen*). Subjek penelitian adalah Bitzrockshop distro di Pacitan. Metode pengumpulan datanya diperoleh dari observasi, pembuatan produk, dan angket. Teknik analisis data menggunakan:(1) Reduksi data, (2) Penyajian data, dan (3) Penarikan Kesimpulan. Hasil analisis data menyimpulkan bahwa: (1) Videografi promosi bitzrockshop distro Pacitan, dapat dikategorikan membantu perusahaan dalam mempromosikan produk, dan (1) Hasil angket responden video promosi dapat disimpulkan bahwa videografi promosi yang dibuat tergolong baik dan layak digunakan di Bitzrockshop distro.

**Kata Kunci:** Videografi, Video Promosi, Distro, Branding.

## ABSTRACT

**Hendri anzasmoro.***Making Videography as a Media for Promotion of Bitzrockshop Distro Pacitan.* Pacitan: STKIP PGRI Pacitan, 2020

*This research aims to create videography as a promotional media for Bitzrockshop Distro Pacitan by providing complete information, activities within the company that are in accordance with reality, and providing complete contact persons so that producers and consumers communicate intensively with one another and make videography as a creative promotional media. interesting. This research is a development study using the R&D (Research and Development) method. The subject of the research was the Bitzrockshop distro in Pacitan. Data collection methods were obtained from observation, product manufacture, and questionnaires. Data analysis techniques use: (1) data reduction, (2) data presentation, and (3) conclusion drawing. The results of the data analysis concluded that: (1) Promotional videography bitzrockshop Pacitan distro can be categorized as helping companies in promoting products, and (1) The results of questionnaire respondents of promotional video can be concluded that promotional videography made is quite good and suitable for use in Bitzrockshop distro.*

**Keywords:** Videography, Promotional Video, Distro, Branding.