

ABSTRACT

TELEVISION COMMERCIAL UNIVERSITY MERCU BUANA

By: Dedi Setadi

At this time, the rise of a commercial video that introduces college, so i got the idea to make a television commercial for the University Mercu Buana. There are so many commercial video circulating, so the author tries to pack the contents of this video with a simple idea. The author hopes that this commercial video can attract people's attention and soon joined forces to study at University Mercu Buana.

Based on this, the authors wanted to make something a little different, packaged in a simple idea that allows people can easily digest the contents of the message that you want to convey.

Keywords: Television commercial University Mercu Buana.

