

“Perancangan Videografi Detailing Quick Vehicle Wash Sebagai Media Promosi Instagram”

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ABSTRACT

Quick Vehicle Wash is a four-wheeled and two-wheeled maintenance service brand in vehicle cleaning and repair that has been established since 2018 until now, located in the Depok area, having its address at Jl. Pondok Raya. Duta No.16, Tugu, Kec. Cimanggis, Depok City, West Java and also offers Detailing and Nano Ceramic Coating for protection of the body of four-wheeled and two-wheeled vehicles. Quick Auto Detailing Innovating in its service in order to add plus value and attract audiences (potential customers) who want car care with a premium taste that can be customized through their service packages, Quick Vehicle Wash has a fairly high popularity, loved by the general public and automotive lovers in Depok City, with a fairly large following on Instagram. For their own facilities, they have a detailing room, hydraulic non-hydraulic washing, and a waiting room that pampers the customers. Therefore, Quick Vehicle Wash needs a media where everyone can get to know their Brand Identity through Visuals, so that they can be recognized and attract more audiences who will later become potential customers, which are expected to reach a larger market and compete with other brands. other famous detailing. That way this problem can be solved by means of promotion used through Videography.

Key Word: (*Videography, promotion, Quick Vehicle Wash*)

MERCU BUANA

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Quick Vehicle Wash merupakan *brand Service Maintenance* Roda empat dan Roda dua dalam Pembersihan dan Reparasi Kendaraan yang berdiri sejak 2018 hingga saat ini, Berada di daerah Depok, Beralamat Di Jl. Raya Pondok. Duta No.16, Tugu, Kec. Cimanggis, Kota Depok, Jawa Barat dan juga menawarkan Detailing dan *Nano Ceramic Coating* untuk proteksi terhadap Body kendaraan roda empat dan roda dua. *Quick Auto Detailing* Berinovasi dalam service nya agar menambah nilai plus dan menarik *audiens* (calon *customer*) yang menginginkan perawatan mobil dengan rasa premium yang bisa disesuaikan melalui paket service mereka, *Quick Vehicle Wash* mempunyai popularitas yang lumayan digandrungi khalayak ramai dan pecinta otomotif di Kota Depok, dengan pengikut di *Instagram* yang lumayan ramai. Untuk fasilitas sendiri mereka mempunyai *detailing room*, cuci *hydraulic non hydraulic*, dan ruang tunggu yang memanjakan para *customer*. mereka. Oleh karena itu *Quick Vehicle Wash* membutuhkan media yang dimana semua orang bisa mengenal *Brand Identity* mereka melalui Visual, supaya bisa dikenal dan menarik audiens yang lebih banyak lagi yang nantinya akan menjadi calon *Customer*, diharapkan bisa menjangkau pasar yang lebih besar dan bersaing dengan brand detailing ternama lainnya. Dengan begitu permasalahan ini dapat diselesaikan dengan cara promosi yang digunakan melalui Videografi.

Kata Kunci: (Videografii, promosi, *Quick Vehicle Wash*)