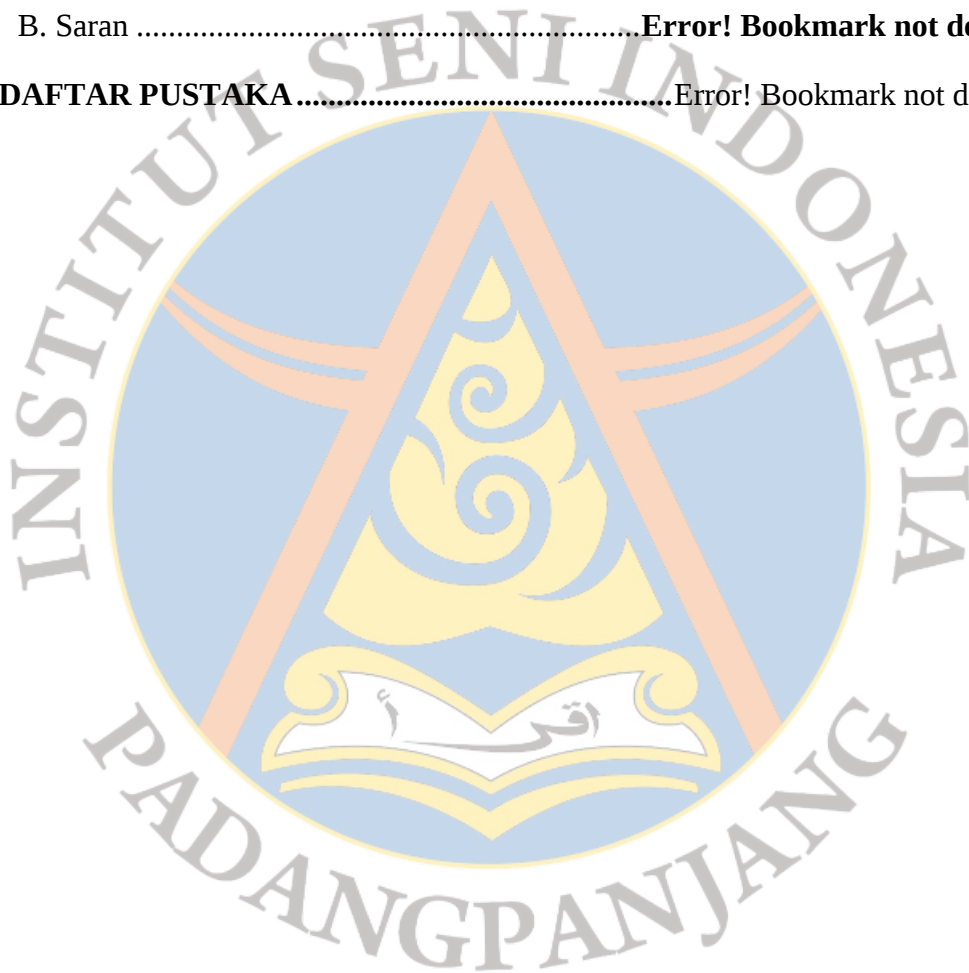


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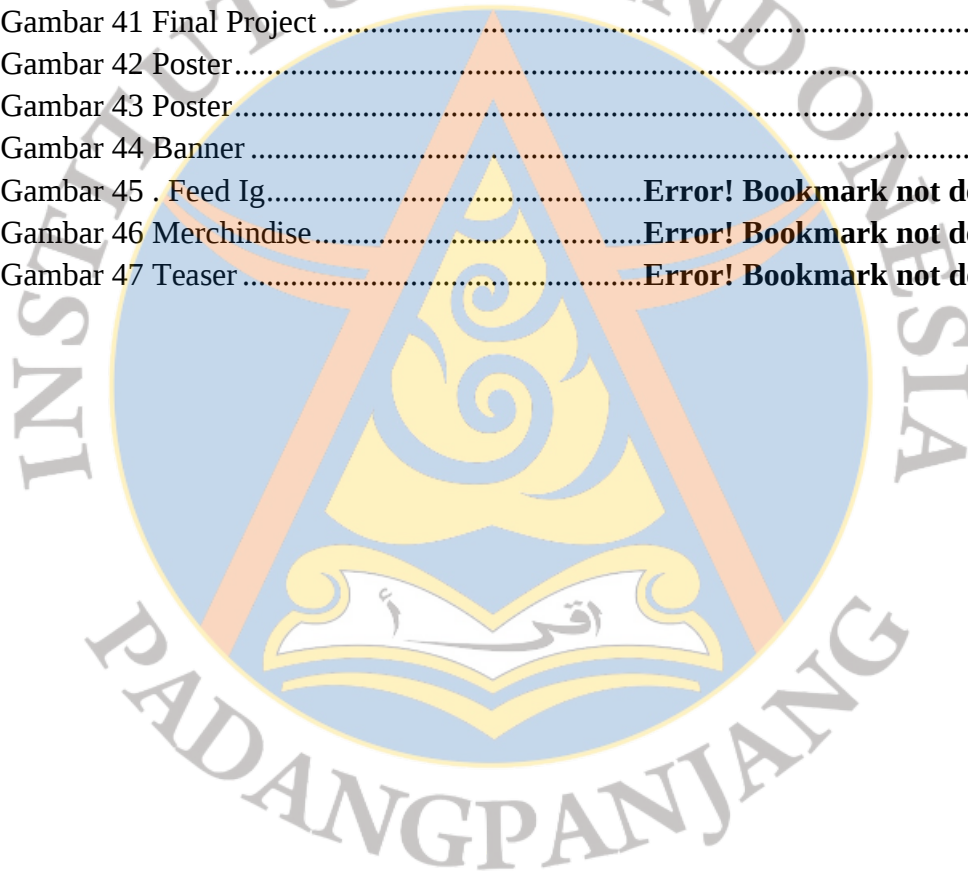


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ABSTRAK

Company profile Dinas PUPR kota Bukittinggi adalah media informasi tentang pelayanan penataan ruang masyarakat kota Bukittinggi. *Company profile* dinas PUPR kota Bukittinggi ini sebuah profil instansi berupa video yang berisi terkait kinerja dinas PUPR kota Bukittinggi yang menghasilkan kerja nyata. Namun dinas PUPR Kota Bukittinggi belum mempunyai video profil maka dari itu diciptakanlah "*Company Profile* Dinas PUPR Kota Bukittinggi", dengan menggunakan metode pengumpulan data berupa observasi, wawancara, studi pustaka, dan dokumentasi serta metode analisis data yang digunakan adalah Analisis SWOT dengan target audiens mencakup pada seluruh masyarakat di dalam maupun luar kota bukittinggi. Hasil dari perancangan ini dalam bentuk audio visual, dengan media pendukung berupa sosial media, poster, *X-Banner* dan merchandise.

Kata Kunci : Informasi, Masyarakat, Bukittinggi.



ABSTRAK

The company profile of the Pupr Service for the City of Bukittinggi is an information medium about spatial planning services for the people of the City of Bukittinggi. The company profile of the Bukittinggi City Public Service Agency is an agency profile in the form of a video containing the performance of the Bukittinggi City Public Service Agency which produces real work. However, the PUPR service for the City of Bukittinggi did not yet have a video profile, so a "Company Profile for the PUPR Service for the City of Bukittinggi was created", using data collection methods in the form of observation, interviews, literature studies, and documentation as well as the data analysis method used is SWOT analysis with a target audience that is broadly to all people inside and outside the city of Bukittinggi. The results of this design are in the form of audio visual, with supporting media in the form of social media, posters, X-Banners and merchandise.

Keywords: *Information, Community, Bukittinggi*

