

RINGKASAN

Dewasa ini perkembangan dunia olahraga basket di Indonesia mengalami peningkatan yang cukup tinggi seiring dengan berkembangnya media teknologi. Salah satu Sekolah Basket yang ada di Indonesia, tepatnya di Kota Sragen adalah Bison Patriot Indonesia. Diperlukan adanya perancangan *Video Company Profile* Bison Patriot Indonesia dikarenakan belum adanya *Video Company Profile* yang mewakili Sekolah Basket sebagai media promosi baru yang memerlukan identitas sesuai dengan visi misi Bison Patriot Indonesia ditengah maraknya persaingan dunia olahraga basket untuk menjaga eksistensi Sekolah basket. Konsep disusun berdasarkan studi kelayakan terhadap estetika, efektif, kreatif dan komunikatif sesuai dengan *target audience* Sekolah basket yang menghasilkan konsep visual modern tradisional.

Kata kunci : Olahraga, basket, teknologi, sekolah basket, *video Company Profile*, bison patriot indonesia

ABSTRACT

The development of basketball in Indonesia has a currently quite high increase along with the development of technology media. One of the basketball schools in Indonesia, especially in the district of Sragen is Bison Patriot Indonesia. The design of the Bison Patriot Indonesia Video Company Profile is needed since there is no Video Company Profile that represents the Basketball School as a new promotional media. Therefore, identity is required in accordance with the vision and mission of the Bison Patriot Indonesia among the competition of basketball. Besides, it is also to maintain the existence of basketball school. The concept is based on a feasibility study of aesthetic, effective, creative, and communicative according to the target audience of the basketball school so it produces a traditional modern visual concept.

Keywords: Sports, Basketball, Technology, Basketball School, Company Profile Video, Bison Patriot Indonesia.



PUSAT PELAYANAN DAN
PENGEMBANGAN BAHASA