

CHAPTER V

CLOSING

5.1 Conclusion

From the results of the research that has been done, several conclusions can be drawn, namely:

1. The process of making this video is using 6 (six) multimedia development stages which are concept, design, material collecting, assembly, testing, and distribution.
2. Dapur Bu Aji Yogyakarta company profile video uses *live shoot* and *slow motion techniques* to highlight the freshness of the ingredients used in the production process and to introduce the profile of Dapur Bu Aji Yogyakarta.
3. The result of making a company profile video as a promotional media in the Dapur Bu Aji is a video that use *live shoot* and *slow motion techniques*, in the duration of 2 minutes 52 seconds and in the format .mp4.
4. The company profile video created is in accordance with the requirements and agreement, and has been approved by the object (client side). Based on functional requirements, the results of the Dapur Bu Aji Yogyakarta company profile video are able to display logos, services offered, and production processes.

5.2 Suggestions

For the development of the company profile of Dapur Bu Aji Yogyakarta based on the analysis of conclusions that have been made previously, repairs and additions of several components are needed. There are several suggestions that need to be conveyed for future development, namely:

1. The making of this company profile is still very simple, especially in terms of the techniques used. It is better for the development stage of the next and expected company profile to be added in the future using other techniques such as *motion graphics* and make it as attractive as possible, also further developed with more complete information and can be more beneficial for the owner and prospective customers.
2. For the development of further research, it is recommended to focus more on compiling the footages better, and also adding more matching color grading or color correction with the actual video.