Abstract

GRACIA RESORT AND SPA VIDEO PROFILE DESIGN
(Case Study: Introduce Gracia Resort and Spa)

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Ciater a district in the area subang that have a lot of potential natural attractions are interisting to visit, a hot spring into place attract tourists while visiting the district ciater subang. Gracia Resort and Spa one of the place that have a hot water bath, thus Gracia Resort and Spa want to fix the identity recognition means in an effort to improve the image in the public, Gracia Resort Spa has an Advantage that cloud be improved.

Thus a video profile can be one strategy to introduce Gracia Resort and Spa featuring advantages and potential contained in Gracia Resort and Spa.

Strategy used to promote the profile video is the youtube link, the link will be publicized through social media such as twitter, facebook, etc.

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Key word: Ciater, Potential, Video Profile