

ABSTRACT

Mass communication plays an important role in delivering information, entertainment, and education to the public. One of its derivative products is audiovisual content, such as company profile videos, which companies use to introduce their products and enhance their image. Kebab Factory.ID, a kebab MSME in Bandung, has experienced a decline in sales since 2022 despite promoting through social media. This research aims to implement storytelling in the company profile video "Behind Kebab Factory.ID" as a director. The method used includes creating a 7-minute documentary video featuring the company's history, kebab-making process, flavor innovations, and testimonials from customers and business partners. This video is designed to increase consumer attraction and trust in Kebab Factory.ID with a strong storytelling approach and attractive visuals. The results show that storytelling in a company profile video is effective in conveying a deep and emotional message. The production process, including pre-production, production, and post-production, produces a quality video that captivates the audience. The implementation of storytelling proved to be an effective strategy to strengthen brand identity and attract consumers' attention in the digital era.

Keywords: *Mass communication, Kebab Factory.ID, Stoytelling, director*