

ABSTRACT

A profile video is an effective visual communication medium for building brand image and enhancing audience understanding. This study analyzes the application of persuasive communication strategies in Eventeer.id's profile video using the Problem-Agitate-Solution (PAS) model to identify challenges faced by community managers, emphasize their urgency, and offer solutions through Eventeer's features. This approach is supported by McGuire's Communication-Persuasion Matrix, which includes attention, comprehension, acceptance, and retention. The visual strategy is implemented through stop-motion techniques, a color combination of blue, white, and orange, and the Poppins font to strengthen brand identity, while a happy-themed background score and persuasive narration with simple language enhance audience appeal and comprehension. The findings indicate that the combination of visual, audio, and narrative elements in Eventeer's profile video successfully creates engagement and a stronger understanding of the brand. This approach not only delivers information effectively but also encourages the audience to take action, supporting digital marketing strategies in building brand awareness and engagement.

Keywords: *Persuasive Communication, Profile Video, Problem-Agitate-Solution, McGuire's Communication-Persuasion Matrix, Eventeer.id.*