

ABSTRACT

Keuken Van Elsje is a family restaurant serving authentic Dutch-Indonesian cuisine located in a cultural heritage building in Bandung. However, the potential historical and cultural value of this restaurant has not been well optimized so that many people still do not know about it. This research aims to strengthen the restaurant's brand story elements through designing a company profile video using storytelling techniques. The author acts as a script writer who is tasked with compiling a narrative in accordance with the vision, mission, and values carried by the restaurant. The script is made using the elements of the storytelling technique proposed by Robin R. Bernard, the brand story, and paying attention to the important elements of the company profile video. The use of these techniques is based on the need to convey messages in an emotional, concise, and interesting way in order to build a connection between the restaurant and the audience. The research method used is to use data collection techniques in the form of observation, interviews, and questionnaires to the target audience. Keuken Van Elsje's company profile video work has been uploaded on the @keukenvannelsje Instagram account after going through pre-production, production, and post-production stages. The storytelling in the company profile video ensures that Robin R. Bernard's storytelling elements can be associated in strengthening the brand story.

Keywords: *Storytelling, Brand Story, Scriptwriter, Company Profile Video*