

Abstract

Mcash is application from Korea for help people, especially Jakarta to order food or drink without make a queue. Besides that, Mcash be equipped of facility to order place with date you want and e-wallet to make users no need cash to pay the order. After 2 years this application be operational, Mcash can't reach the target for users. From interview with Head of Marketing and Communication of Mcash, their target are 1,5 Million users, but until now their just reach 1.200 users. This problem just because people don't know or aware with this application. Because that, author make Mcash Application Promotion Design To Raise People Awareness with AISAS and SWOT analysis. With creative strategy to deliver the message, author use the digital media like Instagram and youtube, author use outdoor print ads media like billboard and poster.

Keyword: Easy, Complete, Simple