

ABSTRACT

PROMOTION DESIGN OF BCA SAKUKU APPLICATION

The increase of a cashless society, which purchase using electronic card or application, makes it easier for us to do many transactions. Bank Central Asia is one of the company which made a m-banking application named Sakuku. But, Sakuku still needs more awareness of their target audience especially in Bandung, as well as a lack of promotion to the target audience. So, this design was made to promote Sakuku and can increase target audience's awareness and Sakuku user.

Keywords: Promotion, Design, Application, M-Banking