

## ***ABSTRACT***

### **PROMOTION DESIGN OF LINKAJA! AS PAYMENTS SYSTEM FOR MERCHANTS IN SOLO**

Fara Permata Irawan, 1601154411, 2015, Visual communication design Courses majoring in Advertising Creative Industries Faculty, University of Telkom. The title of the research raised was Utilisation of design Promotion LinkAja! As A Means Of Payment Acceptance Merchants In The City Of Solo.

The purpose of this study was the implementation of the design of the right promotional strategy to increase the number of merchants using LinkAja! As a media of their transactions and know the media strategy and the right visual for the merchant in Solo so that they are interested in using LinkAja! The research method used was qualitative data collection methods. The technique of data collection conducted i.e., interview, observation, and study of the literature.

Design promotion results in this study using the method of SWOT analysis to find the USP and what to say and use methods of AISAS to determine the right medium. The conclusions of this study is to increase the amount users, certainly the author must find the right promotional strategy by using data that has been collected. The author makes a promotional design using some media to support this promotion. With the design of this promotion, the expected number of merchant who joined the LinkAja! will increase as well as the message encompasses persuade and inform target audience with precision.

Keywords: Promotion, LinkAja!, Against Merchant