

## **ABSTRACT**

### **PROMOTIONAL DESIGN OF OPEN TRIP APPLICATION**

*The development of digital applications has been very developed, especially in the field of traveling. The community is not difficult if you want to travel outside the city and abroad. Many people, especially people in big cities who want a vacation with a natural atmosphere that they did not find in a big city because of the overcrowding of residents and passing vehicles. However, with many traveling applications not many provide tour guides as leading trips, usually they only provide airplane tickets, trains, lodging or tourist entrance tickets but do not provide a day trip in a city that tourists want. When traveling on vacation, people will definitely want a vacation that is safe, comfortable, and according to what they want.*

*Open Trip App is a digital travel based application that is a traveling application that provides regular trips and is led by a trip leader. Trip leader is the leader of travel from the beginning of the meeting to the end of a tourist destination which will make tourists safe and comfortable because the schedule will be the way they want. The Open Trip App is a solution for people who want a vacation with natural nuances or educational data that is rarely found because Open Trip App provides a variety of destinations that are often found to be rarely found. The Open Trip App is a pioneer of trip leader based applications.*

*Keyword: Promotion, Application, Digital, Travelling*