

## ***ABSTRACT***

### ***DESIGNING THE DIGITAL MARKETING FOR SHOW UP! APPLICATION***

**By  
NIKEN FEBRIANI KUSUMAWATI**

**1202154297**

*Show Up! is an advertising startup that has the vision to be the largest advertising company in the world through social media effectively and efficiently. The purpose of Show Up! is utilizing social media that can help the business marketing. Furthermore, Show Up! provide information on social media and popularize influencer such as vlogger, tourist attractions, and traditional restaurants. The target market of Show Up! is social media because in this era, social media is always trending. Its proven by the habits of Indonesian youth are very addicted with social media, so it is quite easy for Show Up! to do business processes that we already prepared in Indonesia. The research method that will be used is the research design and research subjects, data collection methods and data analysis methods. So, by combining these several methods can help in the research process that I want on. Show Up! provides several services like list of social media influencers, list of advertisements, and some easy transaction proceses to reach their goals by using digital marketing plan.*

*Keywords: advertising, digital marketing, promotion*