

ABSTRACT

Citilink Journey is a domestic travel package program from Citilink Indonesia with travel agency service system. Unfortunately, travelers have less preferences with using travel agency service because their wants of a practical, fast, and transparent vacation solution, which offered by direct-to-consumers websites and applications. Due to the differences in terms of pricing for tickets, hotels, places, and the traveler's needs for information, the situation creates an opportunity for promotions of Citilink Journey. Citilink Journey has a package feature which includes round trip airline tickets, hotels, local culinary, amusement tickets, transport, driver, and a tour guide. "Citilink Journey's Promotional Design" intends to gather attention, educate, remind, and assure the audiences to use Citilink Journey. The promotional design use qualitative methods to accumulate data such as literature study, interview, observation, and questionnaire followed by SWOT and AOI analysis. Design is aimed to 20-25th years old young adults with occupation as fresh graduates or first jobbers in Jakarta. Applied design strategy approach will results in visual concept and creative media which fit with activity, interest, and opinion of the targeted audiences. Big idea of the design is to using webpage and 60 seconds video to introduce the features and benefits of Citilink Journey.

Keywords: *Tourism, Service, Promotion, Design.*