

ABSTRACT
DESIGN OF HIPCAR APPLICATION PROMOTION ACTIVITIES IN
BANDUNG CITY

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Hipcar application is a free key car rental application that was established in 2015. The application is very easy for people to rent a vehicle without meeting the vehicle owner. The targeted locations include JABODETABEK, Bandung and Bali. Many Bandung people are not familiar with the Hipcar application, so vehicle tenants in the city of Bandung are still using conventional systems. In this final project, the authors conducted research using the method of observation, literature study, interviews, and documentation as data collection activities. In data collection activities, it was found that there were no promotional activities carried out by Hipcar in the city of Bandung. So the result of the final project that has been done is to provide awareness of the Hipcar application to the people of the city of Bandung.

Keywords:

Promotion, rent