

ABSTRACT

The mobile application launched by Jonathan Sudharta in 2016, which is called Halodoc, is a health mobile application that offers easy interaction for doctors for treatment or consultation. But this application, especially in the city of Bandung, has not been known by many people, which according to the author, because the number of digital promotions carried out is still small, this design aims to promote the Halodoc application using the AISAS media strategy method. This design begins with observing and sending questionnaires to the target audience of this application, then taking data from Halodoc itself, then the results are obtained that this application still carries out more conventional promotions than digital ones. The redesign of the Halodoc application promotion is to make the target audience know more about the Halodoc application and hope to use this application.

Keywords : Health, simple, application, promotion.