

ABSTRACT

PROMOTIONAL STRATEGY DESIGN TO INCREASE BRAND ENGAGEMENT AND IMAGE FROM SILANG

Indonesian Sign Language (BISINDO) is a communication tool using gestures, facial expressions, and hand gestures. BISINDO is a natural language formed from Deaf groups and communities. Indonesian Sign Language not just only be used for Deaf friends but for everyone who wants to learn it. Sign Language is a solution to the limitations of verbal communication, one of which is used in underwater diving, and it is not impossible that Indonesian Sign Language can be used even in critical situations. BISINDO's interest in learning is currently increasing very high due to the influence of foreign and Indonesian films that use sign language in their films. SILANG is the first inclusive education startup in Indonesia that provides a place to learn sign language, especially BISINDO, easily and comfortably because learning can be accessed anywhere. Millennials have one characteristic, namely being close to technology compared to previous generations, making SILANG want to promote its brand to young people, which is expected to create an inclusive environment. So this study aims to increase awareness of young people about SILANG through promotion activities. The methodology used is a qualitative research methodology with data collection through interviews, questionnaires, observations, and library studies. Then the data that has been obtained will be analyzed using SWOT, AOI, Matrix, and AISAS. It is hoped that this writing can increase SILANG brand awareness to the targeted target.

Keywords: Promotion, Deaf, Indonesian Sign Language, BISINDO