

ABSTRACT

As many as 88.1% of Indonesians use the internet for e-commerce. Bandung is one of the five major cities for e-commerce visits and occupies the fourth position. Nyetakin is a business idea resulting from a start-up incubation plan implemented by StartUpHub, which offers printing and design services. The problem faced by Nyetakin is declining sales due to a lack of promotional communication strategies on the Nyetakin application and consumer interest due to the inappropriate placement of promotional media. Nyetakin wants to design a promotional communication strategy on an application that can increase sales and design a promotional design with new media. Data collection methods using observation, questionnaires, interviews, and literature study. Meanwhile, the data analysis method has SWOT, AOI, and AISAS methods. In designing a promotion on the Nyetakin application, the design concept made is by making a promotion using an application that aims to get new users that allow increased sales. So promotions on the application can attract the audience to enter and experience the existing features.

Keywords: Nyetakin, Online Printing, Sales Promotion