

## **ABSTRACT**

### ***DESIGNING POS AJA APPLICATION PT.POS INDONESIA PROMOTION MEDIA***

*By:*

Hilda Fitriani

1601184295

*Every year, the use of courier services to deliver goods grows. According to a Mark Plus survey, 85.2% of Indonesians utilize courier services to deliver goods bought from e-commerce. Pos Aja is a courier service application developed by PT. Pos Indonesia which debuted in 2021, it allows users to send and receive products using PT. Indonesian Post's expedition service. However, because this application is still new and the quantity of digital promotions is still modest, Pos Aja is not well-known among the public, especially in Bandung. The major data collection approach, which included observation, in-depth interviews, and the distribution of questionnaires, was carried out in two events. The secondary data gathering method is based on studies in the field of visual communication design science. Media design must be created to maximize the advertising of the Pos Aja application by using the AISAS media strategy method. Pos Aja will use the results acquired in the form of promotional media and design innovations to help increase consumer interest in the Pos Aja app and grow its business.*

*Keywords: Expedition, Application, Advertising, Promotional Media, Pos Aja*