

ABSTRACTION

This research is motivated by digital phenomena in the increasingly advanced modern era. Known from Cloud Gaming no. 1 in Indonesia GameQoo is an online game playing facility presented by Telkom Indonesia through Indihome TV. GameQoo to date has 100+ games licensed by the world's leading creators and various genres. The problem experienced by GameQoo is that the existing promotions are still not conveyed in the minds of the target audience because of the inappropriate visual and media messages. Therefore, GameQoo needs to introduce GameQoo products first with promotions through social media that are of interest to their targets. The purpose of this research is so that GameQoo can be identified by customers who subscribe to IndiHome and increase the number of new subscribers every month. The method used is a qualitative method by analyzing the results of data collection analysts.

Keywords: IndiHome target users, effective promotion design, visual design and media messages.