

ABSTRACT

The end of the COVID-19 pandemic and the connection of cities on the island of Java with the Trans Java Toll Road has increased to users of public transportation, especially buses. Nowadays many bus companies compete to serve passengers with various routes, facilities and departure schedules. One bus company that is proliferating at this time is the Pelita Baru Prima Otobus Company or commonly called Pebepe. Pebepe itself serves trips between cities and provinces with executive class. The routes owned by Pebepe are Jabodetabek - Wonosobo, Jabodetabek - Purworejo, Jabodetabek - Bobotsari. Pebepe has quite strong competitors, namely Rosalia Indah and Murni Jaya with strong promotion and branding, it can be said the two companies are superior to Pelita Baru Prima. Pebepe tends to be sober in terms of promotion so related information and the brand from Pebepe can be said to be minimal and weak. Therefore a draft is needed that aims to promote and inform matters related to Pebepe, by using a qualitative method that creates data through observation, interviews, questionnaires and supported by SWOT, AIO and matrix analysis methods. The results of this study are expected to be able to create a good, attractive and targeted promotion plan for the target audience through print media, digital media and an event.

Kata Kunci: bus company, pelita baru prima, promotion design