

## **ABSTRACT**

*The phenomenon of logistics for shipping goods in Indonesia for the past three years has experienced significant developments. since the Covid-19 pandemic. In addition, the development of Logistics performance was due to increased consumer demand, the majority of which were FMCG (Fast-Moving Consumer Goods) manufacturers, MSMEs and food stalls. This digitalization also has an impact on Logistics consumers which makes it easier for them in the process of ordering, shipping, storage, transportation, distribution, and visibility. Logee is a digital platform that facilitates supply chain processes to be more efficient through their website. Logee has many features and complete products that answer various logistical problems, especially supply chains, but the company is still less well-known than its competitors. Evidenced by the results of interviews which stated that some people claimed to know Logee's competitors but rarely knew about the company. Solving this problem will be carried out by designing a promotion strategy through social media that suits the target audience and the needs of Logee consumers. The research method that will be used is a qualitative method and collects various data based on literature studies, observations, and interviews. The collected data will then be analyzed using methods such as AISAS, AOI, and SWOT. Of course with this design can solve the problems faced by the Logee.*

**Keywords:** *Logistic, Store, Logee, Promotion, Social Media*