

ABSTRACT

The advancement of technology, which is becoming increasingly sophisticated, has brought significant changes in various aspects of life. One of the advanced technological changes is in the banking sector, as there have been many digital-based changes in this era. Specifically, the people of Indonesia are now conducting many banking transactions using Mobile Banking/E-wallet methods. The creation of Mobile Banking/E-wallet has changed the habits of Indonesians to make cashless payments (online payment methods without using cash). With the development of online transaction technology, one of the recommended Mobile Banking/E-wallets to facilitate users in making online payments or transfers is Jenius bank. According to data from the Jenius website, there are already 4.8 million Jenius users who have installed or used it for their online transaction needs. However, some people still consider that Jenius's promotional activities are less effective, or that Jenius's sales team asks potential customers to take time to open a Jenius account, making potential Jenius users generally passive. To address this issue, the solution will be to implement a brand activation promotion strategy through event experiences. The method used in this research is a qualitative method, conducted by collecting various data from literature studies, observations, questionnaires, and interviews. From the collected data, the next step will be to analyze it using methods such as SWOT and AOI, which will help determine the design of creative strategies in the form of messages designed with visuals and promotional media. This design aims to solve or provide experiences to Jenius users from short-term promotional activities.

Keywords: *brand activation, event experience, jenius digital bank.*