

ABSTRACT

from the current conditions which are dominated by electronics, we are certainly familiar with the term digital training or e-learning. Digital training is a learning method that uses online electronic tools. Eduwork is a place that provides digital training. Eduwork has various classes to develop the skills of people who want to find work. However, Eduwork still receives little attention from public, especially students or fresh graduates, because the media or promotional strategies used are less effective and the use of other media is less than optimal. Therefore, a good promotional strategy with effective visual media is needed so that Eduwork's reputation as a training platform that focuses on digital skills is increasingly known and remembered by the Indonesian people. This design uses qualitative research methodology, collecting information through interviews, observations, literature studies and questionnaires. The data obtained was then analyzed using SWOT, AOI and AISAS. This planning can produce an advertising strategy and visual media as the main media for the 'Job Fair' which is expected to help Eduwork increase brand awareness among the target audience.

Keywords : *digital training, Eduwork, promotion strategy, visual media*