

ABSTRACT

The development of digital technology in Indonesia is currently progressing rapidly, requiring us to get used to conducting various daily activities digitally. Digital activities involve the use of digital technology in various activities using the internet. Bandung is one of the cities that has optimally implemented digital activities for business people, which can increase community productivity and demonstrates that the people of Bandung have already engaged in digital-based activities, particularly in transactions. This has led to the emergence of various platforms for digital-based transactions, including digital banks such as Bank Jenius from Bank BTPN. The growing number of digital banks with similar functions necessitates Bank Jenius to design promotional strategies so that its advantages are recognized by the people of Bandung. One of these advantages is the feature that allows users to make transactions easily both online and offline, for use both domestically and internationally. By using qualitative research methods, observation, questionnaires, interviews, and supported by the use of the AISAS method, the author aims to implement an effective promotional strategy on the creative side.

This creative advertisement thematic design for Bank Jenius debit card is developed by the author based on the data collected. It is hoped that this thematic design with a West Java theme for the city of Bandung can convey the messages or features of Bank Jenius debit card, encouraging the public to consider Bank Jenius as a transaction for daily activities.

keywords: Advertising, thematic design, digital bank, Promotion.