

ABSTRACT

Based on data from the Central Bureau of Statistics in 2024, the number of international tourist visits from January to March 2024 increased by 25.43 percent compared to the same period in 2023. The Ministry of Tourism and Creative Economy desires active participation from tourism industry players to promote tourism, starting from travel agents and tour operators to MSMEs, to maintain tourist awareness of Indonesia's destinations. Pigijo is a travel agent that facilitates tourists in planning both local and international trips freely. Pigijo's existing advertisements convey consistent information such as travel costs, destinations, and departure schedules. The target audience already understands the message in Pigijo's ads, but the visuals of Pigijo have not yet stuck in their minds. Using qualitative research methods, including data collection from interviews, questionnaires, and literature studies, the data will be reprocessed into SWOT analysis, AISAS, and comparison matrices to design Pigijo's brand recognition in the form of TV commercials. With this, Pigijo can highlight mascot animations to create brand recognition among the target audience.

Keyword: Brand Recognition, Pigijo, Travel Agent, TVC