

## ABSTRACT

### BRAND ACTIVATION FOR BLU BY BCA DIGITAL DESIGN TARGETING GENERATION Z

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This study aims to design a promotional strategy for Blu By BCA Digital using brand activation methods to increase brand awareness. Although Blu By BCA Digital is one of the leading digital banks in Indonesia, it has not yet become the top choice among other digital banks. Brand activation was chosen as the promotional strategy because, according to Keller and Kotler, this method is effective in enhancing brand awareness and building strong consumer relationships. This research focuses on the target audience, specifically Generation Z aged 17-27 years in Bandung. Data was collected through observation, literature review, interviews, and questionnaires, then analyzed using SWOT, comparison matrix, AISAS, and AOI methods. The questionnaire results indicate that Blu By BCA Digital has not yet become top of mind among other digital banks, highlighting the need for a stronger and more targeted promotional strategy. This study is expected to make a significant contribution to strengthening Blu By BCA Digital's position in the digital banking industry, increasing its visibility, and building an emotional connection with its target audience, particularly tech-savvy young people.

**Keywords:** Blu By BCA Digital, brand activation, brand awareness