

ABSTRACT

With the advancement of technology, there has been an increase in the number of users of dating applications, resulting in broader user segmentation, particularly among millennials using Tinder. This generation is impacted by hustle culture, which limits their space for expression due to the pressures of the work environment. Hustle culture affects the personal aspect, specifically the love lives of millennials, where they have limited space to create a new environment, including long-term relationships with others. This study uses a descriptive qualitative approach by conducting literature reviews, observations, interviews, and questionnaires to produce a targeted solution based on user needs. Data analysis methods such as SWOT, AOI, 5W + 1H, and matrix analysis are used to design a promotional strategy based on AISAS. The study aims to develop an effective and engaging promotional strategy that encourages user interaction, precisely targeting the intended audience to increase the number of users and raise brand awareness. The results of the study include brand activation for Tinder as a platform for millennials who feel that their love lives always fail and lack interaction due to the impact of hustle culture, requiring entertainment as a relief from career pressures. The brand activation series uses aspects of AISAS, namely attention, interest, search, action, and share. It is hoped that users can interact directly without using the manipulated image of the internet, thus building more genuine and sustainable personal connections.

Keywords: *tinder, creative strategy, brand activation, hustle culture, millennials.*