

## **ABSTRACT**

*In this era of digitalization, people are consciously required to be internet literate. This is different from generation z, which was born in the era of digitalization. They develop together with technology so that the majority of generation Z use internet facilities for social and personal purposes. by.U is the first all-digital internet provider card launched by Telkomsel. Starting from purchasing a sim card, choosing a number and purchasing quota with just one application. by.U takes advantage of the characteristics of generation z, namely wanting everything practical and wanting freedom of choice. The majority of generation z have started to get to know the by.U provider card, but most of them don't know the uniqueness offered by by.u products, so it is necessary to design brand recognition promotions on the by.U provider card. In this research, the aim is to design TVC advertising promotions for card products provided by.U.*

**Keyword : by.U, TVC, Generation Z**