

ABSTRACT

DESIGN OF BIZSMART BANK FINANCIAL SERVICE PROMOTION

Indonesia has many entrepreneurs with business fields that are quite creative. Small and Medium Enterprises or SMEs can be one of the social wheels in Indonesia to work very densely. However, many of these SMEs failed to develop. This was conveyed at the official dpr.go.id site that SMEs in Indonesia stagnated from 70% -80% in the absence of guidance and education in partnership providers. This high number makes the writer want to use online financial technology from Bizsmart that is able to manage finances, schedules, payroll and meet with clients. The author also uses qualitative methods and uses creative strategies so that information on this application can reach the public with media that is easily accessible to the public. Therefore, it is hoped that this promotion can reduce the number of stagnation of SMEs in Indonesia and the Bizsmart application that is more by the businessmen.

Keywords: Promotion, Application, SMEs, Finance, Media