

ABSTRACT

DANA, a digital wallet application used sales promotion activities to attract the attention of its target market and partners to increase their awareness. In this study, the researcher used a descriptive quantitative research method. The population of this study was users of DANA applications in the age range of 20 - 35 years as of December 2018, which is 20 million users. The researcher used non-probability sampling techniques and obtained a total sample of 100 people. The results showed a significant influence between Sales Promotion and Consumer Attitude. Based on the test results of the coefficient of determination analysis obtained R square of 0.224. This explains that the magnitude of the effect of the Sales Promotion variable (X) on the Consumer Attitude variable (Y) is equal to 22.47% while the remaining 77.53% can be influenced by other factors not found in this study.

Keywords: *DANA Application, Sales Promotion, Consumers Attitude*