

ABSTRACT

Digital invitation is a media that displays event invitation letters that can be accessed online, in general digital invitations are used by prospective brides in the form of digital posters, videos, wedding invitation sites (web invitations) or stop motion, there is also a way to scan invitations that have been printed out. But the public's knowledge of digital invitations does not fully understand the advantages of digital invitations. Collecting data on the design of this digital invitation application by means of library studies, interviews, observations, documentation and questionnaires, then the data is analyzed by data analysis. In this study it can be concluded that the design of digital invitation applications can be done to convey to the public that digital invitations are more important in the future and replace conventional invitations. The results of this design have several advantages of invitations in digital form are reducing the number of print invitation bookings, being able to reach friends or relatives who have not met for a long time, making it easy for us to be able to send invitations even though we do not know the address to address, can reach invitations in large quantities at once, saves money and also helps reduce paper waste.

Keywords: Media Promotion, Digital Invitations, Applications, Millennial Generation.