

ABSTRACT

People need transportation facilities to facilitate activities, one of which is when traveling. There are several factors that affect people in traveling, including vehicle type, comfort, and privacy. This is because it offends the social status in society. Amanda Trans is a vehicle rental service, especially mini buses located in Semarang city with the advantage of having a fleet that is not owned by its competitors. However, the promotion is only a video about the fleet owned and only uploaded on social media WhatsApp and Youtube. Amanda Trans also has Instagram and Facebook accounts. Amanda Trans has also never done promotions using print media, such as posters or flyers. So far Amanda Trans only relies on mouth-to-mouth promotions that cause Amanda Trans only has consumers who come from personal acquaintances of owners or acquaintances of consumers who have used Amanda Trans's vehicle rental services before. This research aims to design the right creative promotion strategy for Amanda Trans minibus rental services by utilizing social media that has been owned using a visual identity that will be designed so as to reinforce the message that wants to be conveyed that is exclusive travel using minibuses. This research was created qualitatively using observation methods, interviews, questionnaires, and library studies.

Keywords : Creative, Promotion, Rent Car