

ABSTRACT

Currently, more and more digital platforms are developing, such as the Tribelio platform. Tribelio is a platform that combines community and business features, such as features for managing consumer data, as well as features for increasing sales. When it was first launched, the target audience's interest was high enough for Tribelio mainly because of the previously mentioned features. However, after the launch of the statistics, Tribelio users experienced stagnant. They did not develop due to the previous promotions that were not appropriate in the communication and visuals used based on the results of the author's analysis. Therefore, by redesigning this promotional strategy, it is hoped that the spread of promotions that will be made can run more effectively. This design uses qualitative and quantitative methods to find specific problems and solutions through distributing questionnaires to predetermined target audiences, namely home-based SMEs and freelancers, and then through CEO interviews and data analysis on social media developments. From this analysis, the authors design this promotion using a brand activation strategy with visual delivery through various media such as physical advertising, digital and social media activation which ends with a business workshop event to achieve Tribelio's promotional goals.

Keywords: Business, Digital, Promotional Strategy Design, Platforms, Tribelio, SMEs.