

ABSTRACT

Current conditions that require teaching and learning activities to be carried out online/at home have resulted in the use of tutoring applications increasing by more than one hundred percent. Applications such as RuangGuru, Zenius, etc. provide tutoring services in the form of study packages containing video material per lesson accompanied by sample questions and discussions that can be accessed online. According to EduAlecta, 69.2% of students prefer tutoring in which the system can choose the lessons they need for themselves compared to the lesson package system that has been provided. This intense competition requires a business to promote its products as attractively as possible to be known and remembered in the minds of consumers. The EduAlecta application comes with providing tutoring services with a system where students can choose what lessons they need for tutoring later. Not only that, students can determine the duration, place and study groups according to their wishes. Because the EduAlecta application is a newly created application, the EduAlecta application is not yet known by the market. To help the EduAlecta application compete with its competitors, promotional media is needed that can be a promotional media as well as a communication tool between buyers and sellers so that they can be known in the market. This design will use a mix method that requires quantitative data by means of questionnaires and qualitative data by means of interviews to strengthen quantitative data. Then by designing a tote bag as merchandise, the EduAlecta application is expected to be a solution as an alternative sustainable promotional media and so that the EduAlecta application can be known in the community.

Keywords: *tote bag, merchandise, promotional media.*