

ABSTRACT

In business finance, it has a big influence on business activities. In doing this recording is in the business financial recording application. This financial application is new to society, so this financial management application is less well known and few provide excel financial applications that can be used anywhere. Ruang Collaboration Nusantara has created a financial recording application, namely SILAKU, which can be used to make it easier for business people to make complete and easy financial records through excel, which is simple and easy for business people to understand. This application lacks education on how to use the application, so the target audience feels hesitant to use this application, even though the promotion efforts are being carried out by RKN. Ruang Kolaborasi Nusantara must organize events to educate business actors about applications so as to create interest in visual design and proper communication so that awareness of using applications increases to help business actors. In designing corporate event media, using the AISAS method and media variations to increase awareness, thereby increasing the level of popularity that is spread online. Designing the right media strategy, research was carried out using qualitative methods such as conducting observations, interviews, questionnaires, and literature studies on SILAKU with the subject. Analyzing the data using the SWOT and AOI methods which can provide insight in designing corporate events to be relevant.

Keyword : Financial Applications, SILAKU, Financial Records, Corporate Events, Businessmen