

Abstract

Competition in the world of work is getting tighter with technological developments such as artificial intelligence (AI) and the large number of new graduates with the same field of expertise, this is a challenge for fresh graduates who want to start their careers. Fresh graduates are required to be able to compete and become superior individuals, one way is to improve their abilities (upskilling) both soft skills and hard skills. Cakap Upskill is one of the platforms that provides online upskilling courses with a wide selection of fields of expertise. Based on the survey results through questionnaires, not a few of the fresh graduates or job seekers in Bandung are not familiar with this product. One of the factors causing this is the inaccurate product positioning and the absence of sustainable promotional activities for Cakap Upskill products, so a creative promotional strategy is needed to communicate Cakap Upskill products as an upskilling course platform. The data collection method used in this research is a qualitative method, using the SWOT data analysis model, comparison matrix and AOI. Secondary data uses literature study and theories of promotion, advertising, integrated marketing communication (IMC), message & media strategy, consumer behavior, and elements in Visual Communication Design. The final result of this research is the design of promotional activities in various media such as digital video, brand experience, mass media, and advertising.

Keywords: cakap upskill, fresh graduate, job seeker, strategy promotion