

ABSTRACT

At present, digital talents are in great demand, especially in Indonesia. Katadata.id states that the number of job vacancies in the digital field has increased by up to 66%. Based on the 2022 Decoding Digital Talent Report prepared by Jobstreet, it was stated that there was an increase in the number of job vacancies recorded by 14.5% in the fourth quarter of 2021. This opportunity needs to be followed with appropriate competencies from workers who wish to have a career in the digital world. One of the educational institutions that conducts training and certification in Indonesia is JayJay School. Jay Jay is an edutech startup that provides online courses and career programs in information technology. Many target consumers have not been reached due to the absence of an appropriate advertising strategy and media that have not been utilized optimally. Using quantitative methods by observing the phenomena that are happening and also consumer behavior. Interviews were conducted with JayJay school to obtain complete data from the company and the business that has been carried out. In addition, interviews were also conducted with target consumers to obtain information about their behavior and perspectives on JayJay School. Literature study was conducted to gather theories as a basis for design. This design produced an advertising strategy to increase JayJay School's brand awareness. Using the main media for a social media workshop event and assisted with supporting media in the form of social media.

Keywords: Advertising Strategy, Brand Awareness, Design, Digital Job Opportunity.