

ABSTRACT

Millennial women in Bandung are experiencing a decline in marriage rates. The delay in marriage is influenced by various factors, including patriarchy, awareness of human rights, and issues highlighted by the Women's March. Tinder has high brand awareness at the top of mind for the community. However, for the past two years, Tinder has not engaged in any advertising or promotional activities. This has affected awareness and decreased user loyalty. To address this issue, Tinder needs to enhance its promotional activities to remain relevant. This design uses qualitative research methods, using data obtained from external sources, namely literature studies, observation methods on Tinder social media and the behavior of millennial generation women, interview methods for Tinder application users and millennial generation women in the city of Bandung, then questionnaire methods for data collection. Therefore, this study proposes a strategy to integrate the values championed by the Women's March into the use of the Tinder app. The promotional strategy employed is thematic design promotion with the Women's March theme. Through this approach, Tinder can counteract the decline in user loyalty and regain users' attention and trust. The collaboration between Tinder and the Women's March theme offers millennial women a sense of support, indicating that Tinder is not only a place to find a partner but also a space where the values of equality are upheld and fought for together.

Keywords: thematic design, millennial generation, women, tinder, women's march.