

## **ABSTRACT**

*Lately, many people are using internet facilities from various circles, especially generation Z, they use internet facilities for various personal needs, on the internet every individual gets extensive and quite effective information. by.U (pronounced: Bayu) is the first digital cellular operator in Indonesia introduced by Telkomsel in 2020. Purchasing quotas, quota choices, cellphone numbers, getting a SIM card, and how to pay are available in just one application. This operator is targeting generation Z who want to be free and practical in choosing.*

*This research aims to attract the attention of the target audience to buy special edition products from by.U through promotional message strategies. The background to this research arises from attention to the lack of interest that occurs among potential customers in by.U products because the promotional strategy is still lacking.*

*Keywords: Cellular Operators, Digital , Promotion*