

ABSTRACT

Technological developments in the financial sector in Indonesia are growing rapidly, especially in the use of mobile banking which has become an important part for many people. Digital transformation in the banking world is realized through mobile banking services such as those offered by Bank BTPN through the Jenius application. This application is designed to make it easier for people to make transactions practically, intelligently and safely using smartphones. With Jenius, users can carry out various banking activities such as opening an account, paying bills, transferring money and saving, without having to go to the bank directly. Even though Bank Jenius is widely known in major Indonesian cities, including Bandung City, challenges still exist in conveying information about its features effectively through promotions, especially audio-visual advertising. To overcome this problem, an appropriate promotional strategy is needed. Qualitative research using observation, interviews, questionnaires, as well as SWOT, AOI, AISAS and Matrix analysis has been carried out to design effective promotional media. The results of Bank Jenius' TVC design emphasize the importance of mature creative and visual strategies to produce advertisements that are attractive, informative and right on target. By utilizing various media such as social media, YouTube, and Out of Home (billboards, posters, neon boxes), this strategy aims to reach a wider audience, especially people with high mobility in the city of Bandung, and ensure that promotional messages are conveyed effectively.

Keywords: design, promotion, TVC, Jenius bank, brand awareness