

ABSTRACT

The Constitution of the Republic of Indonesia includes Law No. 8 of 2016, which further addresses the rights of persons with disabilities. This law states that individuals with disabilities are entitled to work opportunities provided by the government, local authorities, or private sector without discrimination. Supporting this law, Yayasan Menembus Batas, an empowerment organization for people with disabilities, aims to help them maximize their abilities, especially in obtaining employment. Menembus Batas has a website designed to facilitate the dissemination of information about the organization online. However, the brand awareness of this website is currently at an unaware stage, necessitating the development of a promotional strategy to enhance its brand recognition. Data collection methods for this study include observation, interviews, questionnaires, and data analysis. The AISAS Communication Model (Attention, Interest, Search, Action, Share) will be used as the promotional strategy, with TVC advertisements as the media. The study concludes that this promotional strategy is expected to improve the brand awareness of the Menembus Batas website, helping more people with disabilities find employment and enabling companies to meet their needs for disabled workers.

Keywords: Disabilities, Menembus Batas, Promotional Strategy, TVC Advertisement, Design.