

## ***ABSTRACT***

With the advancement of technology in this digital era, dependence on human labor has been reduced and the use of smart machine systems has decreased, so companies need to implement innovative marketing strategies. by.U, the first digital cellular operator in Indonesia introduced by Telkomsel in 2020, offers flexible services through applications and targets Gen-Z who want convenience and flexibility. This study aims to design and implement by.U's brand activation strategy through event experience at SMAN 8 Bandung City. The conclusion shows that event experiences that are in accordance with the characteristics of the young market in Bandung City can significantly increase the visibility and attractiveness of the SWOT, AOI, AISAS, and STP techniques. This study explains the need for a marketing strategy that is attractive to the young market. The main problem of this design is designing an event that is effective in increasing brand awareness and recognition and consumer preferences. The conclusion shows that event experiences that are in accordance with the characteristics of the young market in Bandung City can significantly increase the visibility and attractiveness of the by.U brand.

***Keywords:*** AISAS, Brand Activation, Digitalization, Event Experience, Gen Z, SWOT