

ABSTRACT

Generation Z plays an active role not only as drivers but also as navigators during toll road journeys. As digital natives, they have a high demand for fast, accurate, and technology-based access to travel information. The increasing ownership of private vehicles among Generation Z also indicates a growing trend in mobility. However, amidst this high mobility, the Travoy application by PT Jasa Marga (Persero) Tbk. still faces the challenge of low brand awareness among Generation Z. Many of them are unaware of the existence or benefits of Travoy's features in assisting their travels. This lack of awareness causes users to rely on intuition during important trips, which can lead to stress, delays, and safety risks. This study aims to design a promotional strategy and visual communication media relevant to increasing brand awareness of the Travoy application among Generation Z. The research uses a qualitative approach, with data collection methods including interviews, questionnaires, observations, and literature review. Data analysis was conducted using the AISAS and AOI frameworks to understand audience behavior. The outcome of this design is a creative visual communication strategy tailored to the information consumption patterns of Generation Z, along with visual media promotions capable of reaching them effectively. This design is expected to increase Generation Z's awareness of the Travoy application, resulting in a safer, more comfortable, and better-controlled driving experience on toll roads..

Keywords: *Brand Awareness, Generation Z, Promotional Strategy, Travoy Application, Visual Communication*