

ABSTRACT

The rapid development of the digital era has significantly increased public demand for fast and reliable internet services. Biznet, as one of Indonesia's leading digital infrastructure providers, offers a wide range of services including Biznet Home, Biznet IPTV, cloud computing, and advanced fiber optic networks. Despite its technological advantages and growing market reach, Biznet still faces challenges in establishing strong brand salience among consumers. Based on a questionnaire distributed in Bandung, although 70% of respondents recognized Biznet, only 5.8% chose it as their primary internet service provider. This study aims to design an effective advertising campaign to enhance Biznet's brand salience in the minds of consumers. A qualitative research approach was used, including observations, interviews, literature studies, and surveys. The visual communication strategy in this campaign emphasizes Biznet's strengths—fast, stable, and hassle-free internet connection—as its unique selling point. The design outcomes are expected to build a positive brand perception, strengthen top-of-mind awareness, and position Biznet as the first choice for internet services in Bandung.

Keywords : Biznet, Advertising Campaign, TVC, brand salience