

ABSTRACT

The rapid growth of the fintech investment industry in Indonesia has led to the emergence of various digital platforms, including Ajaib. However, intense competition, particularly with Bibit, which is better known due to its aggressive promotional strategies, demands that Ajaib develop a more effective communication campaign to increase brand awareness among its target audience. This final project aims to design promotional advertisements for Ajaib that address these issues through relevant visual communication strategies and brand activation tailored to Generation Z in Bandung. The research methods used include observation, interviews, questionnaires, and literature studies, followed by analysis using SWOT, AOI (Activities, Opinions, Interests), and AISAS (Attention, Interest, Search, Action, Share) approaches. The results indicate that most of the target audience are interested in investing but have limited understanding. Therefore, the campaign messages emphasize simplicity, emotional relevance, and accessibility as Ajaib's unique value propositions. The campaign is designed to be integrated across conventional, digital, and interactive media, including offline events, combined with educational content and merchandise. The visual design and copywriting are adapted to Generation Z's communication style, which prefers quick, concise, and visually engaging content. This project is expected to provide a strategic solution to improve Ajaib's brand awareness and serve as a reference for advertising strategies in the competitive fintech industry, particularly in reaching younger market segments.

Keywords: Advertising, Brand Awareness, Generation Z, Ajaib, Investment