ABSTRACT

PROMOTION STRATEGY OF THE SOOLTANPAY APPLICATION OF PT. TELKOM INDONESIA Tbk

Author : Annisa Nur Iftitah
Supervisor : Asrini A. Saeni

In the industrial era of 4.0, internet technology has transformed the face of world communication, which has long been dominated by non-computer digital devices that have altered global computer communication. A digital wallet or e-wallet is an electronic application utilized for cardless or cashless online payment transactions. The survey result records the frequency of e-wallet usage. The SooltanPay *application is one of a kind. SooltanPay is a product of* PT. Telkom Indonesia Tbk *has main features, including Quick Response Code Indonesia Standard (QRIS) payment, Top Up and Bill Payment Point Online Banking (PPOB), and transaction record, namely SooltanPay. The SooltanPay as a digital payment system is very helpful for Small and Medium Enterprises (SMEs) and society as a cashless payment alternative by scanning the barcode from the SooltanPay application.*

This study applied a descriptive qualitative approach to comprehend the situation and condition in the context that directed to detail and deep description.

The result showed the creation of an animated promotion video that includes informative, persuasive and reminding narration to enable the listener to easily comprehend and capture the animated promotion video that contains the use and benefit registration process. The people can utilize the application and others. Therefore, animated promotion videos are more structured and systematic.

Keywords: *Promotion Strategy, Animated Video, SooltanPay.*

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