

ABSTRACT

Ruangguru is an online studying application that provides various benefits for any levels of education, especially for grade 12 student. From previous promotions that have been held before, Ruangguru has not achieved their target yet as of number of users. For grade 12 student, exam is one of many worries that makes them feel not confident about their learning abilities, especially The National Examination. There are many ways that they take in order to get high marks for the exam, one of them is from a study groups at a café or fast food restaurants. However, they keep forgetting their main goals to study and play smartphones instead. This problem can be solved by designing a Ruangguru Feature Promotion. This promotion design is using qualitative methods with the right strategies to inform the benefits and features that Ruangguru has in their apps. The purpose of this promotion is to satisfy the target number of users desired by Ruangguru. The promotion design aims to provide product-related information and give new innovation in studying application promotion. The result of this research is a promotion design of a product using AISAS method as media strategy, utilizing various means of media information to spread Ruangguru's utility, and main media in the form of event. The author hopes this promotion design can assist in the exploration of advertisers or visual communication designers in solving similar kind of promotional problem.

Keywords: Product's Promotion, *Advertising*, Ruangguru, Apps, Feature, Study, Digital.