

Abstract

Rapid technological growth in this practical era plays an important role in several aspects. One of them is in the financial aspect in terms of transactions, nowadays everyone wants something that is easy, practical and does not take much time. Digital transactions in the form of e-wallet applications that can be downloaded on smart phone gadgets have also been widely used by several people in Indonesia. Linkaja was also present to answer the growing demands of technology in Indonesia today. however, for promotions carried out it is still not up to the target audience. There is an increase in the number of targets for this year and the slow pace of increase in previous applications to make the Linkaja application! This e-wallet owned by HIMBARA and Telkomsel is considered unsuccessful by the BNI itself because there are still very few customers and non-customers around who do not know about this product. for payment instruments. The design of this promotion uses several qualitative research methods, methods of SWOT analysis and AISAS.

Keyword : Promotion, Finance, Payment, Digital