

ABSTRACT

The mobile application which was launched in June 2018 named Grand Royal Wedding is an application that offers convenience in finding vendors for weddings. But this application is still unknown to many people who want a promotion from the Grand Royal Wedding. Grand Royal's marriage using the AISAS method as the media strategy used by the author, AISAS was developed by the largest advertising company in Japan, the Dentsu Group. The design starts from observations of the vendor members and target audience of the Grand Royal Wedding, then interviews with its internal Grand Royal Wedding. The results were really Grand Royal Wedding has not done a special promotion to introduce this application to the general public. The redesign of the Grand Royal Wedding promotion is the Grand Royal Wedding application which is intended to make the target audience know that the Grand Royal Wedding has a more practical application and can be used by consumers who want to get a supplier of Grand Royal Wedding wedding services.

Keywords :
Weddings, Services, Vendors, Promotions