

ABSTRACT

The advancement of digital technology has created a demand for high-quality graphic design assets for both business and personal purposes. Notisnal Studio is a company that specializes in selling digital graphic assets and markets their products through various leading marketplaces. The company is committed to continuing to grow and develop in an increasingly competitive industry. However, Notisnal Studio faces challenges in maximizing the use of their website and in raising awareness of their website among consumers in Indonesia. This is due to the lack of effective promotion activities that are targeted towards the intended audience. To overcome these challenges, promotional design strategy based on research as an appropriate solution to help Notisnal Studio develop their business and overcome the challenges of competition and changing market conditions. With the appropriate promotional strategy, it is hoped that Notisnal Studio can maintain their presence and excel in the market, as well as increase control over product sales by reducing their dependence on marketplaces.

Keywords: Internet Technology and Digital, Notisnal Studio, Promotion