

ABSTRACT
BOOTH AND STAND DESIGN FOR “IM3 GOES TO CAMPUS” PROGRAM
AS ONE OF THE BRAND ACTIVATION.

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The “Indosat IM3 Goes to Campus” program is a direct marketing strategy aimed at increasing interaction and brand awareness among students, as the main target market. Through this approach, Indosat wants to build emotional connections and positive experiences with the younger generation in the campus environment. However, this program faces challenges such as fierce competition in the telecommunications industry and a lack of interactive elements that can attract the attention of students. Therefore, this study was conducted to design attractive, efficient, and student-preference-aligned booths and commercial stands. Data was gathered by means of interviews, questionnaires, and observations, then analyzed using the Marketing Mix, AISAS, Analysis Matrix, Similar Project Comparison, USP, and Brand Perception Map approaches. The results indicate that a pleasant visitor experience, interactive technology, and strong visual design play a crucial role in brand activation. These three aspects can enhance the appeal of the booth and actively engage students. This study concludes that booth design should combine visually appealing elements, interactive digital features, and communication strategies aligned with student characteristics. It is anticipated that this design will increase the efficacy of the “IM3 Goes to Campus” program in reaching and building relationships with students.

Keywords: Booth & Stand design, Brand Activation, Indosat IM3, students, commercial design