

ABSTRACT

DESIGNING PROMOTIONAL MEDIA FOR HAYU MACA FOUNDATION

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Some studies from research facilities around the world stated that reading interests in Indonesia is still very low, especially in children. Familiarize kids to reading a book have a positive impact towards their future. Hayu Maca Foundation is a social foundation with mission to help raise interest in book reading towards children in Cimahi. Two years since it was founded, Hayu Maca faces some problems that can hinder the foundation for reaching their missions.

Based on the phenomenon, through observations, interviews, surveys, literature study, and analysis, the author will design a promotional media for Hayu Maca Foundation which consist of website UI, application UI, and other support media. This promotional media is expected to improve the performance of Hayu Maca Foundation so they can achieve their mission which is to raise interest in book reading towards children in Cimahi.

Keywords: book reading interest, website, application, promotion.