

ABSTRACT

Indonesia has a diverse education system, one of which is the Sistem Pendidikan Nasional. This education system still has some shortcomings, therefore it is necessary to have another education system that can support the Sistem Pendidikan Nasional. Rumah Belajar Semi Palar as an educational institution that adapts the concept of holistic learning has not been well known by the public because of the lack of promotion carried out by Rumah Belajar Semi Palar. As a result, there was no increase in the enrollment of new students. Therefore, it is necessary to create and advertising campaign with informative and interesting message content to be able to help increase the registration of new students at Rumah Belajar Semi Palar. This design uses a qualitative research methodology with data collection through interviews, observations, literature studies, and questionnaires. Then the data obtained were analyzed using SWOT, AOI and AISAS analysis. The final result of this design is in the form of a design of promotion campaign activities with booth as a main media which is expected to help Rumah Belajar Semi Palar in increasing the enrollment of new students.

Keywords: Holistic education, promotion strategy, Rumah Belajar Semi Palar, visual media