

ABSTRACT

DESIGNING PROMOTION MEDIA OF BOSOWA INTERNATIONAL SCHOOL

By

Kamilah Amalia Yusran

NIM : 1401110380

Education is one of the important factors for the survival of the nation, the quality of life of a nation is closely related to the level of education. The Government plans to amend Undang Undang No. 20, 2003, Article 6 paragraph (1) of the National Education System which regulates the 9-year compulsory education became compulsory 12 years. Makassar city has 276 Junior High School, among of it is International Based School, and Senior High School around 178 that has 3 International Based School and one of them is Bosowa international School.

Bosowa International School or shortened as BIS is the School-Based International (SBI) which apply two (2) curriculums. Bosowa International School newly from 2 years ago, in the school year of both the BIS didn'tt reach the target the number of new students. The method used in this Final data collection is observation, interviews, questionnaires, and literature. Data obtained mentions that required in terms of using a media campaign so the public know the existence of BIS and also in terms of helping positioning the school.

The concept of the final project design is the Use graphic design fan-shaped and 5 flat icon taken from the value of 5 students applied by BISM that can attract the attention of sulawesi communities that can attract attention. it was expected of the design of this can inform the existence of, the completeness of the facility also excess owned by a bus and imparts a positive image to the mindset of the public about bosowa international school, so Bosowa International School can be the main alternative choice in addition to public schools.

Keywords: Bosowa International School, Media promotion, Admission.