

Absract

The Senior High School Education (SLTA) in Garut Regency plays a crucial role in preparing young generations to enter the workforce or pursue higher education. However, the lack of interest in SLTA education in Cibatu District has led to a decline in the number of students at Santana 2 Vocational High School (SMK Santana 2 Cibatu). This study aims to design effective promotional media to enhance the visibility and appeal of SMK Santana 2 Cibatu to the community, thereby increasing student enrollment in the upcoming academic year. The data collection methods used in this study include observations, interviews, and questionnaires. The analysis methods include interview analysis, observation analysis, questionnaire analysis, comparison matrices, and SWOT analysis. The promotional media designed to support the promotion of SMK Santana 2 Cibatu include brochures, posters, X-banners, Instagram stories, Instagram feeds, and merchandise such as pens, tumblers, and notebooks. The results of the promotional media design indicate that effective promotional efforts require collaborative use of various media in marketing activities to achieve successful promotions and increase the number of new students in the following year.

Keywords : *brochure, promotional media, school, education, design*