

ABSTRACT

Education is a key determinant of one's future and education is also the main capital to compete in the world of work. However, as the times progressed, the cost of education also increased year by year. This gives a burden for parents who want to send their children to higher education level. In fact, the surge in education costs can be overcome if parents have reserves or insurance funds that can ensure the certainty of the cost of education of their children. This inadequacy caused the school to be a burden for parents. Therefore, there needs to be an increased awareness for parents who plan to send their children to a high level of education that saving is very important. The methods used to obtain Audience Audience analysis consist of Personified Target Audience, Consumer Insight, and Consumer Journey. In the delivery of messages using AISAS (attention, interest, search, action, and share) methods to create a positive footprint for the target audience. Therefore, in order to reduce the burden of parents in sending their children to school resulted in an insurance promotion through savings of Rp5.000 per day. This is done so that parents can prepare education fund easily and feels lighter.

Keywords: Education Insurance, Saving, Promotion