

ABSTRACT

This research is motivated by the lack of sufficient awareness of parents to storytelling for children in Bandung's kindergartens. This happens because the parents have their own busyness and not quite confidence to telling a story. Therefore, the authors attempt to create an ambient media about the fairy tale as method to build the character of children. The purpose of this study is that parents want to make a fairy tale and want to know the benefits of storytelling for the children.

This study used a qualitative research method, such as observation, interviews, and questionnaires. The analysis used in this research is SWOT analysis (Strength, Weakness, Opportunity, Threat) and AIDA (Attention, Interest, Desire, Action). The data collection technique is purposive sampling and observation techniques using the quasi participant observation.

The results of the design is DOMOGU (Weekly Fairy Tales) using kindergarten's parent waiting room. The message that deliver in this campaign is fairy tale as a method to build the character of children and procedures for easy and effective storytelling. Hoping that this ambient media design in parents make them more aware of fables and fairy tales and get used to their children.

Keywords : Fairy tales , parents