

ABSTRACT

DESIGN STRATEGY PROMOTION OF ALMALIA DAYCARE AND PRE SCHOOL BANDUNG

The son was of the gift of a miracle to pass through the glory and also people of the book is that has been god gave to the every parents in the world .For that reason the pattern asuh parents did not pay too to have an influence is very significant in the role of a limited impact on the the morals of the children when the time for grown to maturity and become .But it still had an many roads that have not even aware it the act of one who they do to them the son of .The phenomenon of at the present time is the number of people the number of parents work .It occurred as the men parents work so childcare an alternative as daycare opening two service games as is worth exploring .Daycare was the institution child care service from while to parents if they has many commitments certain .By the use of qualitative research was conducted through observation , the objective of the interview , documentation and literature review , so the human bone while designing a strategy of promotion will be more effective .Medium used in promoting shaped done youtube videos , stands booth , other supporting and to be the medium aimed at making public would be interested to give authority to his son when the parents is currently working on the and could be a place of we are talking about parenting the kid for all families .

Key word : Children, Promotion, Daycare, Family