

ABSTRACT

DESIGNING MEDIA PROMOTION FOR SEBELAS MARET HIGH SCHOOL BANDUNG TOWARDS ENVIRONMENTAL KNOWLEDGE

More and more schools are popping up. Many educational institutions make schools produce positive results for the community because the more schools mean more choices. The cost of education determined is also increasingly competitive. But on the contrary for school managers, school anticipation is a special burden because it means more rivals. This means that it is increasingly difficult for the public to take heart. The method used in this Final Project data collection is observation, detailed interviews, structured interviews, and literature studies. The data obtained about the need for an environmentally sound school identity in SMA Swasta Sebelas Maret Bandung through promotional media so that the public understands the Environmental-Based School through SMA Swasta Sebelas Maret Bandung. The design concept in this Final Project embed the environment-minded school identity to the promotion media of SMA Swasta Sebelas Maret Bandung. It is expected that this design can instill the mindset of the community towards SMA Swasta Sebelas Maret Bandung as an Environmental-minded School so that the goals of an Environmental-Based School can be realized.

Key Words : Promotional media, Identity, Designing Media Promotion For Sebelas Maret High School, Environmental Knowledge School