

ABSTRACT

The big number of SMA and SMK in Medan City makes it a variety of choices for prospective junior high school graduates who want to continue their education to a higher level. Besides having to compete with other high schools, SMK Multi Karya Medan also has to compete with other vocational schools. SMK Multi Karya has experienced a decline in the number of students who register every year in the last three years in the midst of very tight competition. The Foundation chairman of SMK Multi Karya wants to attract prospective students' attention to continue their education at SMK Multi Karya Medan. For this reason, it is necessary to design a message and creative media that is really interesting so that prospective students who come to a promotional event are interested in visiting their stand and making maximum promotional media. With more and more visitors stopping by, more and more people will get information about the advantages of the school and make it an effective and efficient promotional media for SMK Multi karya Medan in competing with other secondary schools. In this study, researchers used the method of observation, interviews, and documentation. In the design process, the researchers made SMK Teladan and SMK Tritech as a comparison. It is hoped that with this creative message and media design, it is able to help SMK Multi Karya in increasing its sales promotion.

Keywords : designing, strategy, promotion, smk multikarya