

Perencanaan program komunikasi terpadu ayo mendongeng: berbagi kisah, berbagi kasih periode Januari 2015 - Desember 2015 = Integrated marketing communication program "let's tell story: sharing stories, sharing love" January 2015 - December 2015 / Rizky Cholief Fuadhi

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Abstrak

[ABSTRAK

Mendongeng mempunyai peran besar dalam proses pendidikan anak usia dini Meskipun demikian di Indonesia 53 orang tua dengan anak berusia kurang dari empat tahun tidak pernah mendongeng untuk anaknya dan hanya 10 yang melakukannya secara rutin 6 7 kali dalam seminggu Permasalahan yang dihadapi adalah orang tua mengetahui manfaat dari mendongeng tetapi belum ada pemicu untuk melakukan aktivitas mendongeng secara rutin Oleh karena itu program kampanye Komunitas Ayo Dongeng Indonesia "Ayo Mendongeng Berbagi Kisah Berbagi Kasih" dibuat dengan tujuan menggerakkan orang tua dengan status ekonomi dan sosial A dan B yang mempunyai anak usia 2 6 tahun untuk mendongeng secara rutin Biaya yang akan dikeluarkan untuk keseluruhan kampanye sebesar Rp 113 281 000.

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ABSTRACT

Storytelling has a major role in the process of early childhood education However in Indonesia 53 parents with children aged less than four years never storytelling for children and only 10 did so regularly 6 7 times a week The problem faced is parents know the benefits of storytelling but there is no trigger to perform routine activities of storytelling Therefore Komunitas Ayo Dongeng Indonesia campaign "Let's Tell Story Sharing Stories Sharing Love" was made with the intention to encourage the parents with the economic and social status A and B who have children aged 2 6 years to do storytelling on a regular basis The amount of budget spent for the whole campaign is Rp 113 281 000.; Storytelling has a major role in the process of early childhood education However in Indonesia 53 parents with children aged less than four years never storytelling for children and only 10 did so regularly 6 7 times a week The problem faced is parents know the benefits of storytelling but there is no trigger to perform routine activities of storytelling Therefore Komunitas Ayo Dongeng Indonesia campaign "Let's Tell Story Sharing Stories Sharing Love" was made with the intention to encourage the parents with the economic and social status A and B who have children aged 2 6 years to do storytelling on a regular basis The amount of budget spent for the whole campaign is Rp 113 281 000 , Storytelling has a major role in the process of early childhood education However in Indonesia 53 parents with children aged less than four years never storytelling for children and only 10 did so regularly 6 7 times a week The problem faced is parents know the benefits of storytelling but there is no trigger to perform routine activities of storytelling Therefore Komunitas Ayo Dongeng Indonesia campaign "Let's Tell Story Sharing Stories Sharing Love" was made with the intention to encourage the parents with the economic and social status A and B who have children aged 2 6 years to do storytelling on a regular basis The amount of budget spent for the whole campaign is Rp 113 281 000]