Designing Media Promotion Of SMK IPIEMS

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Abstract

The world is entering a new era called the era of the creative industry where ideas and concepts become the main commodity. Companies that can survive and thrive in this era are creativity-based ones. SMK IPIEMS is one of vocational high schools in Surabaya. SMK IPIEMS intends to introduce itself as a creative school which produces creative graduates. SMK IPIEMS also have the willingness to gain as many as 320 students in the year 2011, while in 2009 only 200 students were enrolled. As a newly-operating school in 2009, surely it is not an easy thing since the competition in the educational world today is pretty tight. Therefore, SMK IPIEMS needs a good promotional strategy in order to achieve the goals mentioned above.

Keyword: SMK IPIEMS, creative school, creaschool