SOCIALIZATION THE ADVANTAGE OF STORYTELLING FOR CHILDREN

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Abstract
Storytelling have all what it takes for children development. Regardly refer to Statistik dan Psikologi untuk Indonesia approximately only 15 % of parents in Indonesia who regularly gave bedtimestory for their children.

KPBA (Kelompok Pecinta Bacaan Anak) an independence organization, have established socialization activity in order to develop and introduce storytelling activity in Indonesia. This final project study about the socialization of storytelling advantages because the effort that KPBA have done, doesn’t have a solid socialization form, most of their activity and publicity in mass media run solitary.

The aim to achieve in this design project is to provide the right socialization and easy to understand by target audience, so the massage can be accepted. The expectation is the parents know the importance of story telling and hopefully they willingly spend the time to give storytelling for their children.

The result from this socialization was a bunch of strategic media (feature TV, print ad, adventorial, brochure) that suitable, refers to the characteristic of audience and inform various thing about the advantage of storytelling.