

Perancangan Media Promosi *Indominiature* sebagai Sarana Pelatihan *Paper Clay* bagi Anak Remaja

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Abstract

Paper Clay is a medium that has the educational benefits of the positive hobby, leisure time, and expertise in skills training for adolescents. Paper Clay is very useful for young people in designing creative ideas so that they can continue to innovate to create a new work made their own results. Teens will also have the confidence to do something and exercise patience in making crafts. The form is easy to set up and the material is non-toxic to be one of the media privilege Paper Clay. Paper Clay media in Indonesia is now fairly well known among the public, especially teenagers because teenagers today love with things new and unique skills.

The main problem currently faced by teenagers are lessons in school that requires them to memorize and think systematically so that teens feel depressed and easily stressed. In this issue, Paper Clay acts as a counterweight media learning activities in school as Paper Clay does not have a systematic understanding but tends more relaxed activities that exercise creativity.

Solution to the problem is the introduction of Paper Clay and information site plan design of the course is the author of a media campaign Indominiature. With the aim to invite the youth to introduce educational values of Paper Clay and pull them to the course. This promotion will be made by a media campaign design an attractive and effective for teens interested in the course as a course in Indominiature Paper Clay is better than from other competitors.

The conclusion is with the promotion of Indominiature expected not only to know the extent of Paper Clay mere hobby and game alone, but they can express their creative ideas into the form of Paper Clay that will also benefit their education.

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