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KAMPANYE UNTUK BERWIRAUSAHA PADA PELAJAR-PELAJAR SMA UNTUK MEMBANTU MENGURANGI ANGKA PENGANGGURAN DI INDONESIA

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Abstract

The number with unemployment in Indonesia is decreasing every year but not really significant. And from all of the number, high school graduate is having the most unemployment every year in Indonesia. Primary school graduate are the one who have the most job in Indonesia and most of them are working as a labor.

Therefore, with Telkom Indonesia we will make an event and campaign about entrepreneurship called Keran Ide for the high school student before they graduate. We will encourage and teach them to start their own business while they still in school. So that when they graduate they don't have to looking for job anymore and can start focusing to expand their business. Starting from the campaign. The campaign start with spreading poster in the high school with 3 stages: awareness, informing, and reminding. First, the awareness poster is spread to caught the student attention. Second, the informing stage, contain the information about the campaign and the information about Keran Ide event. And the third reminding stage, reminding about the campaign and the event. Media throughout the campaign are poster, brochures, sticker, social network as digital media, and the media for the event a variety of gimmick.

Kata kunci: *Unemployment, Entrepreneurship, Event*

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