

ABSTRACT

This proposal is intended to carry out community service activities in Kembangan Utara Village. The problem that occurs in Kembangan Utara village is the lack of ability of high school students in promoting themselves and their environment through creative advertising. For this reason, training is needed to improve the competence of high school students in promoting themselves and their environment through creative advertising in Kembangan Utara, West Jakarta. This Community Service activity takes the form of training and workshops to create creative advertising messages. This activity is aimed at people living in the North Kembangan village so that they can become a method of communication, promoting themselves and the tourist areas in their environment through creative advertising. This activity was held on January 9, 2020.

Keywords: Community Service, Creative Advertising, Promotion

