

Tugas akhir ini bertujuan untuk membahas *Photogenic Competition 2020* sebagai acara promosi penerimaan siswa baru 2020 dan pengenalan website SD Muhammadiyah Kayen. Pembahasan akan meliputi profil sekolah, fasilitas, layanan, dasar kurikulum, kegiatan acara promosi di sekolah, tahapan dan keefektifan *Photogenic Competition 2020*. Metode yang digunakan untuk mengumpulkan data dalam penulisan Tugas Akhir ini adalah dengan mengikuti program magang di bagian *Public Relations* SD Muhammadiyah Kayen dari 7 Januari 2020 hingga 21 Maret 2020. Sepanjang masa magang, penulis melakukan observasi, kuesioner, dan wawancara dengan staf pendidik sekolah dan peserta acara. Ada 5 tahap pelaksanaan yakni, riset, desain, perencanaan, koordinasi, dan evaluasi. Pertama, sekolah melakukan Diskusi Kelompok Terarah. Kedua, sekolah menggunakan *mind-map* untuk merancang konsep acara. Ketiga, sekolah menyusun anggaran dan struktur kepanitiaan acara. Keempat, seluruh panitia saling berkoordinasi baik dengan peserta maupun panitia itu sendiri. Kelima, saran dari peserta maupun panitia penyelenggara digunakan untuk memperbaiki kekurangan selama pelaksanaan acara. Jumlah pendaftar penerimaan siswa baru dan jumlah pengunjung website SD Muhammadiyah Kayen menjadi indikator keefektifan pelaksanaan *Photogenic Competition 2020*. Dalam kegiatan PPDB 2020 pada periode 3 tahun terakhir, ada penurunan jumlah peserta di tahun 2018-2019 sebesar 16 peserta dan ada peningkatan jumlah peserta di tahun 2019-2020 sebesar 6 peserta. Sedangkan untuk pengunjung website ada peningkatan sebesar 64% hingga periode bulan April 2020.

Kata Kunci: *Photogenic Competition 2020*, Acara Promosi, Keefektifan

ABSTRACT

This Final Paper aims to discuss the Photogenic Competition 2020 as the promotional event of the new student admission 2020 and the introduction website of Muhammadiyah Kayen primary school. The discussion will include the school profile, facilities, the basic curriculum, promotional event activities in the school, the stage and the effectiveness of the Photogenic Competition 2020. The method used to collect data in writing of this Final Paper is by following the internship program in the Public Relations Muhammadiyah Kayen primary school from January 7 to March 21, 2020. Throughout the internship period, the writer did observations, administered questionnaires, and had interviews with the education staff at the school and participants of the event. There are 5 stages; research, design, planning, coordination, and evaluation. First, the school implements FGDs. Second, the school uses a mind-map to design the event concept. Third, the school arranges the budget and the committee structure. Fourth, all committees coordinate with both the participants and the committee itself. Fifth, suggestions from the participants and the organizing committee used to correct deficiencies during the event. The number of new student admission registrants and visitors to the Muhammadiyah Kayen primary school website are indicators of the effectiveness of the Photogenic Competition 2020. In the new student admission 2020 activity in the last 3 years, there is a decrease in the number of participants in 2018-2019 by 16 participants and there is an increase in the number of participants in 2019-2020 by 6 participants. Whereas for website visitors there is an increase of 64% to the period of April 2020.

Keywords: Photogenic Competition 2020, Promotional Event, Effectiveness