

## TABLE OF CONTENTS

<b>FINAL PAPER</b> .....	i
<b>LAPORAN AKHIR</b> .....	ii
<b>HALAMAN PENGESAHAN</b> .....	iii
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	iv
<b>ACKNOWLEDGMENT</b> .....	v
<b>INTISARI</b> .....	vi
<b>ABSTRACT</b> .....	vii
<b>TABLE OF CONTENTS</b> .....	viii
<b>LIST OF FIGURES</b> .....	x
<b>LIST OF TABLES</b> .....	xi
<b>CHAPTER 1</b> .....	1
<b>INTRODUCTION</b> .....	1
<b>1.1 Background of Study</b> .....	1
<b>1.2 Objectives of Study</b> .....	2
<b>1.3 Scope of Study</b> .....	2
<b>1.4 Method of Study</b> .....	3
1.4.1 Method of Collecting Data.....	3
1.4.2 Method of Analyzing Data.....	3
1.4.3 Method of Presenting Data.....	3
<b>1.5 Presentation</b> .....	4
<b>CHAPTER 2</b> .....	5
<b>PROFILE OF MUHAMMADIYAH KAYEN PRIMARY SCHOOL</b> .....	5
<b>2.1 The History of Muhammadiyah Primary School</b> .....	5
<b>2.2 Logo, Vision, Mission</b> .....	6
2.2.1 Logo.....	6
2.2.2 Vision and Mission.....	6
<b>2.3 Basic Curriculum of Muhammadiyah Kayen Primary School</b> .....	7
2.3.1 The Curriculum of Muhammadiyah Kayen Primary School.....	7
2.3.2 Potential and Characteristic of Muhammadiyah Kayen Primary School.....	8
<b>2.4 Facilities of Muhammadiyah Kayen Primary School</b> .....	9
2.4.1 Classroom.....	9
2.4.2 Computer Room.....	9
2.4.3 Sports Equipment.....	10
2.4.4 Place of Worship.....	10
2.4.5 Library.....	10
2.4.6 Parking Area.....	11
2.4.7 Canteen.....	11
2.4.8 School Medical Room.....	11
2.4.9 Teacher's Room.....	11
2.4.10 School Yard.....	12
<b>2.5 Organization Structure of Muhammadiyah Kayen Primary School</b> .....	12
2.5.1 Principal.....	13
2.5.2 School Committee.....	14
2.5.3 Teacher.....	14
<b>2.6 Five Events as Part of a Promotional Event at Muhammadiyah Kayen Primary School in 2020</b> .....	15
2.6.1 Field Trip.....	15



2.6.2 Students Motivation Activity.....	15
2.6.3 Dental Checkup with UGM Students.....	16
2.6.4 Watching Cinema with the Vredeburg Museum.....	17
2.6.5 Photogenic Competition 2020.....	17
<b>CHAPTER 3.....</b>	<b>18</b>
<b>THE STAGES AND EFFECTIVENESS OF PHOTOGENIC COMPETITION 2020 AS A PROMOTIONAL EVENT FOR THE WEBSITE AND ADMISSION OF NEW STUDENTS OF MUHAMMADIYAH KAYEN PRIMARY SCHOOL.....</b>	<b>18</b>
<b>3.1 The Stages of Photogenic Competition 2020.....</b>	<b>18</b>
3.1.1 Research.....	18
3.1.2 Design.....	20
3.1.3 Planning.....	21
3.1.4 Coordination.....	32
3.1.5 Evaluation.....	32
<b>3.2 The Effectiveness of Photogenic Competition 2020 as a Promotional Event.....</b>	<b>35</b>
3.2.1 New Student Admission 2020.....	35
3.2.2 Introducing Website.....	36
<b>CHAPTER IV.....</b>	<b>39</b>
<b>CONCLUSION.....</b>	<b>39</b>
<b>WORKS CITED.....</b>	<b>40</b>
<b>APPENDICES.....</b>	<b>41</b>
<b>APPENDIX 1.....</b>	<b>42</b>
<b>APPENDIX 2.....</b>	<b>43</b>
<b>APPENDIX 3.....</b>	<b>44</b>
<b>APPENDIX 4.....</b>	<b>46</b>