

ABSTRACT

Currently, many foundations/institutions in Indonesia have been established as a form of protecting children's rights. By conducting education, outreach or donations to children who have an educational background that the government pays little attention to. For example, the current phenomenon that is visible is that children in the Purwokerto area still do not fully get their right to child protection, as many children in Purwokerto still do not get a proper education. Lagging behind in learning, especially underdeveloped areas. So that a Foundation/Institution to obtain child protection rights in Purwokerto was established. one of them is the Smile of the Archipelago Child in Purwokerto. Senyum Anak Nusantara Purwokerto is a foundation/institution to protect children's rights and volunteers under the auspices of San.id with the legality of the Indonesian SAN Foundation from the Law and Human Rights giver of the Republic of Indonesia number AHU-002487.AH.01.04 of 2021 concerning Ratification of Persons with Legal Entities Official SAN Foundation . From the results of a pre-design survey conducted on 12 November 2022 to the general public, respondents who knew about Senyum Anak Nusantara Purwokerto through friends were 33 people with a percentage of 39.4 , Instagram 15 people with a percentage of 17.9 , and did not know about the information regarding the existence of the Institute. Nusantara Children Smiles 33 people with a percentage of 40.5 . This results in the formulation of the problem that the Smile of the Archipelago Child in Purwokerto is a society that still does not know Senyum Anak Nusantara Purwokerto as a Foundation/Educational Institution for the Smile of the Archipelago Child in Purwokerto. The media used is Instagram as a publication and information medium for the Senyum Anak Nusantara Purwokerto. This design aims to enhance and improve the role of Senyum Anak Nusantara Purwokerto in carrying out its program of activities, building and conveying the goals of involvement in the vision and mission of volunteers. The design of data collection techniques was carried out using methods including observation methods, interview methods, literature studies and analytical techniques used using SWOT. This design produces Instagram profiling output to promote the Senyum Anak Nusantara Purwokerto as a Children's Education Institution.

Keyword : Educational institutions, learn and play, education.