

ABSTRACT

Indonesia is known as a country that is rich in cultural diversity, one of which is dance. The art of Indonesian dance has various meanings which are often a habit, or a story that is performed daily. The current presence of Indonesian dance is not too high in demand, compared to foreign dance. This causes Indonesia to begin to lose its unique and attractive characteristics, and to create a younger generation who is less familiar with and has a love for dance arts. This study uses a mixed method, namely qualitative methods consisting of the results of literature studies and quantitative methods consisting of the results of questionnaires and interviews. The target audience selected is parents aged 25 - 40 years who are 6-12 years old, and have SES class A-B who think that the tariff will only add to the feeling of burden on children. The results of this study are in the form of a creative campaign strategy that aims to make the public aware that Indonesian dance is a dance that has many benefits and advantages for children, and the target's invitation to love Indonesian dance from an early age.

Keywords: Dance, Meaning, Love, Campaign, Creative Strategy