

## **ABSTRACK**

*Forum For Indonesia Semarang is a community based nonprofit organization in social sector, especially education. The aim of establishment Forum For Indonesia Semarang to provide platform of the youth in order to promote Indonesia through ideas and potential. As a non-profit organization that does not have a fixed income funds, so Forum For Indonesia Semarang do development through promotion as a form as existence.*

*The purpose of this study is to evaluate the promotion doing on a community based non-profit educational institution Forum For Indonesia Semarang and how Forum For Indonesia Semarang to develop the potential of the children.*

*The population in this research is Forum For Indonesia are located in various areas both in Indonesia and abroad. Samples taken Forum For Indonesia is located in Semarang. The choosen informants are some definite members of the board of Forum For Indonesia Semarang since it's establishing in 2011 until now. There are seven informants with different positions : Local Representative, Vice Local Representative, Head's Division of Media and Creative, Staff of Media and Creative, Head's Division of Finance and Administration, Staff of Education Division, and Staff of Public Relation (volunteers).*

*Based on this study, it can be concluded that there are two kinds of promotion in Forum For Indonesia Semarang : promotion for office's position and promotion for institutional development itself. The definite members of board try to get celebrity endoser and branding in order to reveal the institutions characteristics and to be known widely. Forum For Indonesia Semarang is doing many kinds of work programmes in order to develop children's potency, so that they can participate for a better Indonesia.*

*Key words : Forum For Indonesia Semarang, Promotion, Educational Institution,  
Community*