

ABSTRACT

Tvc is made by kolase technique to told the people especially the children under 5 years old about how important to have reading habitual.

”yayasan bimba aiueo” was a kindergarten who had a concept ”72 hours can read without assistance” in order to made children learned to read easily. At this moment almost people is careless to raising “reading habitual” to children

Designer had a concept to make a tv commercial with kolase pictures so the point of this tv commercial could be understanding to children.

