

Abstract

Toy enthusiasts in Indonesia is quite a lot. It is proven from the many events toys fair held in Indonesia. One of the most enthused toy is Lego. Lego is a construction game of the plastic from Billund, Denmark. Lego toys already exist in Indonesian market since a long time, about 25 years ago. However, the Indonesian people not so familiar and know the benefits of playing Lego. As time goes by, Lego toy popularity increasingly marked by appearance of Lego community. There are 4 Lego community in Indonesia, namely: KLI (Lego Community Indonesia), BLUG (Bandung Lego User), Community AFOL Surabaya and BALLUG (Bali Lego User). One of the most common activities performed Lego community is doing Lego exhibition. Lego exhibition organized by the community uncertain place and location. In addition to community, Lego toys are used as a means to train creativity play the brain growth of childrens in Play Group school and Kindergarten. Facility included in Play Group and Kindergarten is still inadequate play activities Lego children. In Indonesia, not yet contained special facilities providing means of education, entertainment and commercial Lego. This is behind the establishment of Lego Center in Indonesia.

Keywords: Lego, Community, People, Education Entertainment and Commercial