

ABSTRACT

Bandar Kemaro Island travel as a new icon of tourist destinations water has not been known by teenagers aged 18-24 years in the city of Palembang, due to lack of youth Palembang him against government promotion program that makes the city of Palembang Kemaro Island as a new icon of Palembang river travel destination. Therefore required a serious campaign strategy, effective, and appropriate the use of media to deliver information, introduce and develop the historical and cultural tourism sector of Kemaro Island, to be appointed and be used as a new icon of Palembang river tourism destinations more widely both nationally and internationally so that it can be known by young people aged 18-24 years in Palembang. Designing promotional Bandar Kemaro Island travel as the new icon of Palembang city river tours using qualitative methods as a research procedure that generate descriptive data in the form of words written or spoken, data processing includes literature study, observation, and interviews. Concepts in this final project is to design a strategy and media campaign in accordance with USP (Unique Selling Point) Kemaro Island to be known by young people aged 18-24 years Palembang so that the volume of tourists visiting the island increased Kemaro. The importance of the promotion Bandar Kemaro island is to improve the marketability of attraction, given Kemaro Island has a history and culture that could become a tourist attraction that is sold and can increase the volume of tourists visiting the island Kemaro, especially for young people aged 18-24 years in Palembang ,

Keywords: Promotion of tourism, river tourism destination, Kemaro Island, Palembang.