

ABSTRACT

Special dish tourism destination is potentially very important for a region. Special dish tourism of an area needs to be maintained and preserved so it will still exist in the midst of many modern culinary nowadays. Likewise the special dish tourism of Cirebon. Cirebon has a wide range of special dish around the city of Cirebon. But the special dish of Cirebon less from clear and complete information. One of the effort that can be done to preserve the special dish of Cirebon as well as providing full information to travelers is by doing a promotion. To find out the right promotions and media strategy, then the theory of communication and promotion, advertising theory, theory of visual communication design, the theory of consumer behavior, the theory of travel and culinary, and the theory of AISAS are used in this thesis. This promotion aims to provide a clear and complete information about the Special dish tourism of Cirebon. The promotion is done by making an application named “Mangan Enak Jeh” that can be easily and quickly accessed by tourists.

Keywords: Special dish of Cirebon, Promotions, Information, Application