

ABSTRACT

Tourism is often perceived as a vehicle to increase government revenue, especially the foreign exchange earnings. Indonesia has 50 national parks one is Baluran National Park. Baluran National Park has the edge in the tourism sector, have the savana, mountains, and beaches. The success of the development of the tourism sector can be achieved thanks to the alignment between society, Government, mass media, tourism and the perpetrators. The lack of information and promotion, make Baluran National Park is less well known by tourists. One way to deliver and promote Baluran National Park is to create a promotional strategy that designing effective and efficient by using media such as websites, promotional sticker, viral video, social media, web banners, magazine advertising, newspaper advertising, poster, billboard ads, ambient and wall light box. Its purpose is to provide information to the target audience.

Keywords: *Tourism, Promotion, Baluran National Park*