

ABSTRACT

BAHAMAMA RESORT ONLINE PROMOTION DESIGN

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Jakarta as a urban area has extremely high levels of stress. In addition to the hard competition, dense work activities, lack of rest, lack of exercise, pollution, traffic jams, floods, and poor public facilities as well as various other busyness seem to be solid stress factors compound. If stress is left unchecked, it will cause a psychiatric disorder to the citizens of Jakarta. Ministry of Health data even mentioned that the number of mental patients in Jakarta is the largest. Reached 2.03 percent of the total population in Indonesia. ([Http://metro.news.viva.co.id](http://metro.news.viva.co.id), *Orang Gila Terbanyak Ada di Jakarta*, April 18, 2015 16:14 pm). One of the ways to cope with the stress levels are tour activities. Tourism activities have excess to calm the mind and provide new experiences.

To answer the above problems, Author collected datas through multiple methods such as observation, library research, informant interviews and questionnaires to respondents. Author also did an analysis by comparing another resort or hotel websites for design reference.

After collecting the data and analysis, Author executed an online promotion design aiming to "encourage and increase the number of visitors to stay at the Bahamama Resort during their Tidung Island visit", with the concept of information delivery through displaying qualities of Bahamama Resort. The main media used in the design of this Final Project is a website while for the supporting medias, Author used two types of media, which are digital media and printed media. For digital media, Author made facebook and twitter header along with google adsense. For printed media, Author made brochures, business cards, stickers and x-banner.

Hopefully, this final project will increase the number of visitors to stay at the Resort Bahamama during their Tidung Island visit.

Keywords: Bahamama, Resort, Tidung Island, holidays.