

ABSTRACT

PROMOTION OF KAMPUNG 1000 RUMAH GADANG WEST SUMATERA

There are thousands of stories about the tradition and local wisdom alive and rooted in Indonesia. Cultural and environmental richness be a tremendous attraction for tourists. West Sumatra is one of regions in Indonesia which has very rich cultural heritage tourism resources. However, modernization is the main reason for the people of West Sumatra began to forget their mother culture. Modernization lead Rumah Gadang as a custom home community pride Minangkabau began rarely seen in various areas of West Sumatra because local people prefer to build houses with more modern architectural style. Kampung 1000 Rumah Gadang is one of the areas that still preserve the Rumah Gadang and pass on from generation to generation of the original owner and then passed down to his descendants today. However, the existence of this village is not widely known by local people and the outside, whereas in Kampung 1000 Rumah Gadang there are various of forms of Rumah Gadang starting from architectural models diversity, ownership, carvings, etc. One way to be known by the society is to provide information and the existence of Kampung 1000 Rumah Gadang to the surrounding community and society outside. This study needs valid data to support that the design is progressing well and can hit its target right. In collecting the data writer uses descriptive method and qualitative nature, literature, field observations and interviews. We design a campaign using media event is expected to increase the public's curiosity and add information about the existence of Kampung 1000 Rumah Gadang. So Kampung 1000 Rumah Gadang can attract people to participate and attend the grand launching event of Kampung 1000 Rumah Gadang. Therefore, in the long term we expect Kampung 1000 Rumah Gadang can attract tourists' interest. Based on target audience activity that like holidays and sightseeing, we use brand activation as the promotion strategy of Kampung 1000 Rumah Gadang, with a booth exhibition as the main media which will be in place at the arrival terminal Minangkabau International Airport. Expected by using strategies such as the promotion can be directly on the target consumer.

Keyword : Kampung 1000 Rumah Gadang, Promotion, tourism, event