

ABSTRACT
DESTINATION PROMOTION DESIGN
BUKIT ALAM HEJO TOURISM

Bukit Alam Hejo is a tourist destination in Majalengka Regency which is currently being abandoned by the community because it has not carried out a promotion. This writing aims to make an appropriate promotional design for Bukit Alam Hejo so as to be able to increase the number of visitors. This analysis uses qualitative research methods to understand the phenomenon of what is experienced by the research subject.

In an effort to make an appropriate promotion, the message is a very important thing, in an effort to get a message, the interview method is carried out in depth to the target audience and distributing questionnaires to visitors who are in Bukit Alam Hejo, to get an insight and then manage an interesting message. Then in making a good promotion, this research uses an AISAS method (attention, interest, action, and share).

The results of this study are the creation of a promotional design and visual work that is persuasive. With this research, the promotion that has been designed is able to solve the problems that are being faced by Bukit Alam Hejo Tourism.