

ABSTRACT

PROMOTIONAL DESIGN OF TOURISM CITUMANG PANGANDARAN

Citumang is one of the tourist attractions in Pangandaran Regency, the distance is approximately 14 Km or 4 Km from Pangandaran-Cijulang Highway. Citumang is a tourist spot that is unknown to many tourists who come to Pangandaran. However, Citumang has other advantages compared to similar water tourism in Pangandaran. Citumang is a natural water tourism place that gives the best body rafting facilities in Pangandaran due to having a calm flow of water that makes Citumang perfectly suitable for being a vacation destination with the whole family. Not only because it's natural water, at Citumang tourists will be able to enjoy the beautiful scenery because Citumang is surrounded by Mahogany and Teak trees protected by Perum Perhutani. The purpose of this design is to create a promotion for Citumang in Pangandaran Regency that is effective and efficient. Thus, the tourists that visiting Pangandaran know/notice the existence of Citumang. The design of this promotion uses a qualitative method to produce data in the form of interest in Pangandaran tourists interest to come to Citumang.

Keywords: Tourism, Promotion, Citumang, Pangandaran