

ABSTRACT

PROMOTION OF TOURISM DISTRICT KEBUMEN

Modernization affects the benchmark develop or not the existence of an district. Kebumen district is part of Central Java, which has many Potential. The strategic location is often bypassed by ground transportation from Bandung or Jakarta to Yogyakarta, and vice versa. Eventhough it is often passing by, Indonesian people in general are not familiar with Kebumen. While there are many tourism potential of Kebumen District, such as others, the fields of tourism, culinary, culture, plantation to craft, and the interesting one is the uniqueness of nature related to geology as Karangsambung. With the existance of it is needed the positive action which aims to introduce potential areas of Kebumen against its own people and the people outside Kebumen as a form of existence that Kebumen able to compete with other cities or regions. Kebumen does not have a specific brand and promotion to attract the visitors. The author conducted some field research methods such as observation, interview relevant stakeholders, and Library Studies. By designing the promotional tour of Kebumen District, it expected that the design help to demonstrate the existence of Kebumen in terms of the empowerment of assets in several related sectors, especially tourism.

Keywords: Promotion , Tourism Kebumen , Geology