

ABSTRACT

Belitung Island began to be known by the public since the broadcast of Laskar Pelangi movie in 2008. Since then many audiences are captivated by the natural beauty of Belitung Island. Recognizing this, the Regional Government of Belitung Regency together with the Department of Tourism and Creative Economy Belitung cooperate in developing and developing the tourism sector in Belitung Island. Among them by introducing some objects that potentially become a tourist destination to the wider community. But this requires the participation of the community to work together to improve tourism in Belitung Island. In designing media campaign conducted by the writer for Belitung Island, the method for collecting data used is observation, interview and questionnaire. From these activities can be known what kind of group and who became the target market of this promotional activity, so it can be concluded also what kind of promotional media should be used. It is expected that "Promotional Media Design For Batu Mentas Belitung Island as an Educational Tourism Destination" can help realize the vision and mission of Local Government and also Culture and Tourism Agency of Bangka Belitung Province as a tourism destination by utilizing the existing natural tourism potential.