

ABSTRACT

DESIGNING PROMOTION OF CULINARY TOURISM DESTINATION OF KAWASAN PASAR LAMA TANGERANG

Governments city of Tangerang is currently developing the potentialities that exist as a tourist attraction that is part of the Government's target of increasing efforts on the role of national tourism in Tangerang city and well worth a visit (Visitable) vision concepts contained in the TANGERANG city LIVE. One of these culinary area market that has its potential have been made as a culinary tourism Center in 2012. City of Tangerang who experienced a significant increase in the number of visits wisatawa since four years back, but the interest of the visit against the tour is still lacking. One effort that can be done to attract tourists is doing kegitan promotion. To know the promotion strategies as well as the appropriate media then used the theory of promotion, visual communication design theory, theory of tourism, culinary theory, theory of the SWOT and teroi AISAS. The design of this promotion aims to increase the tourist interest towards culinary tour of the old market of tangerang during visit to tangerang using conventional media, non-conventional to digital channel and main mendia the form of the event in accordance with the target audience. It is hoped can be a solution to existing problems.

Keyword: Tourism Promotion, Advertising, Culinary Destination