

ABSTRACT

PROMOTION PLANNING THE TOURISM ATTRACTION OF GAJAH MUNGKUR RESERVOIR

The tourism attraction of Gajah Mungkur Reservoir is the oldest tourist in Wonogiri and has been equipped with various means of tour, like animal park, waterboom, swimming pool, a children's play area, water tourist, Tombo Galau park, culinary cultivation and many more activities that can be done in the tourism attraction. The promotion has been done by the tourism attraction of Gajah Mungkur Reservoir is still not effective and less competitive with other tourism attraction in Wonogiri. The writer use qualitative methods to generate interest in visitors when they come to tourism attraction of Gajah Mungkur Reservoir. The writer using the media to procurement event to tighten the relationship of a family where the family becomes the target audience from that promotion planning.

Keywords : Promostion, Tourism, Gajah Mungkur Reservoir, Family, Event