

ABSTRACT

Bau Nyale Festival was originally a tradition of local people living in Kuta, Central Lombok. Starting from the legend of a princess named Princess Mandalika, beautiful daughter of King Tonjang Beru and Dewi Seranting. Princess Mandalika is known for her beauty and goodness until the her name is well known all over the Lombok island and make herself wanted by the princes from the whole kingdom on Lombok islnad that time. The Mandalika princess's battle led to bloodshed until Princess Mandalika finally decided to plunge into the abyss because she did not want bloodshed and violence on her presence. Strangely when people search for the bodies of daughters, the only ones appearing are the colorful sea-worms flaring up all over the south coast. The worm is named "Nyale" because it is blazing and "Bau" comes from Sasak language meaning catch. So after the incident, the local people believe in the presence of Princess Mandalika on every February or every turn of the rainy season into summer. Believed by going down to the sea in this tradition, the myth can answer the expectations desired by each person. And the unique "Nyale" is believed contains magical thing because it will disappear in the next day if it stored at home. Starting from this, the Central Lombok government began to give attention and make this tradition as a regional asset to increase visitors to come to the island of Lombok and simultaneously preserve the tradition that has lasted from time immemorial. Unfortunately, this has not been managed and processed properly, either by the local government or local people. Therefore expect that by designing the concept that I created can help alleviate the constraints faced by local residents of Central Lombok local government and also local residents to jointly promote and lift the Bau Nyale Festival to be known in the wider field because this festival is potentially at once the name of the island of Lombok that makes this island not only beautiful will only natural but also rich in the culture that is still very strong

Keywords: Product Promotion, Advertising, Bau Nyale, Festival, Myth, Tradition, Magic.