

ABSTRACT

All locations can have a brand by realizing and delivering a message of an identity for the location involved. This process leads to changing people's perceptions regarding the location involved, listed about the differences in another location to be chosen as the destination. All of these methods are called destination branding. Designing the Jelekong Festival media event for Jelekong Art Village aims to make an effective and communicative visual communication media for Jelekong Art Village. The design of the Jelekong Festival media event was carried out to benefit the Jelekong Art Village and Indonesian Tourism.

Keywords : *kampung seni jelekong, art tours, media information, media promotion.*