

Abstract

Bukit Tunggangan is a hill in the Durenan District, Trenggalek Regency, East Java. This hill is chosen as a place for paragliding communities and a host for paragliding festivals in 2019. This hill has beautiful nature with its expanse of savanna fields. Also on this hill often held training activities for paragliding and hiking and camping lovers.

On the other hand, this touri have very minimal access to information and visual media. The lack of info to reach the destination location. Information about the environment and various other visual assets is sometimes confusing for tourists to access their locations and get travel experiences.

Keywords: Destination, Branding, the Media informations, Bukit Tunggangan, Trenggalek