

Promotion Design of Gope Karangantu Beach Tourist Attraction

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Abstract

Gope Karangantu Beach is a tourist spot that is directly shaded by the Ministry of Marine Affairs and Fisheries (KKP), which was inaugurated in 2019 which is considered new. This beach has advantages including, it has mangrove forests, a fishing market, and of course with a sea view, at a cost of Rp. 500 for motorbikes and Rp. 1,000 for cars, which is the main attraction for Gope Karangantu Beach. But in the problem here, the promotion and branding sections have not been implemented at this tourist spot, which is where branding is very important to sell tourist attractions. So in this research, the writer wants to design a promotional strategy for this Gope Karangantu beach tourist spot brand, with the hope that the design that the author makes becomes an identity for Gope Karangantu Beach and is able to increase visitors.

Key Word : Gope Karangantu Beach, Promotion, Event