

ABSTRACT
DESTINATION PROMOTION DESIGN OF BUR TELEGE
TAKENGON CITY

Bur Telege is a tourist destination that was founded in 2017. Starting from the phenomenon of young people of productive age in Hakim Bale Bujang Village, they did not feel at home in their village and in the end, Bur Telege tourism was opened. This tour offers views that are still beautiful and supported by rides and photo spots that are up to date. Not only that, this tour also has a history which is one of the relics of the ancestors and the struggle of the heroes when fighting for the independence of the Republic of Indonesia in 1945.

One of the problems behind this research is that there are still many Takengon people who do not know all the objects in Burma. Telege also includes history in it so that people's interest is still lacking to visit. So this study aims to design appropriate and persuasive promotional that can increase visitors to Bur Telege. The method used is a qualitative method with data search through observation, interviews, and literature study. The data obtained were then analyzed using the matrix, SWOT, AISAS and AOI methods. The result of this research is the design of promotions and media that can increase the attractiveness of the visitors' interest in all existing objects.

Keywords: Promotion, History, Destination, Bur Telege