

ABSTRACT

Malang Regency has natural tourist destinations such as mountains, hills, beaches and waterfalls for tourists to visit. Most visitors to Malang Regency visit beach resorts to unwind after doing activities, one of which is Teluk Asmara Beach. However, the lack of information about the Teluk Asmara beach is limited to word of mouth and google maps is the basis for measuring the background of the problem. In addition, the management of Teluk Asmara Beach in Malang Regency is still lacking so that promotion is hampered. The purpose of this study is to design the right creative strategy to promote the Teluk Asmara beach so that it can maximize and attract the interest of the target audience, as well as the design of the right media and visuals to attract the attention of the target audience. In carrying out this research using several research methods, namely: 1) Observation (observation), 2) Interview, 3) Documentation, 4) Questionnaire. As for this final project research using qualitative methods. The conclusion of this research is that you want to convey the message you want to convey right to the intended target audience. Therefore, the benefits of doing promotions are to increase the number of visitors and to be active and creative in carrying out promotions so that the delivery of the right message according to the target audience is achieved.

Keywords: Promotion Strategy Design, Teluk Asmara Beach