

## **ABSTRACT**

### **DESIGN OF APPLICATIONS AS THE MEDIA OF INFORMATION AND TOURISM PROMOTION OF BIMA REGENCY, WEST NUSA TENGGARA**

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Bima Regency is an area surrounded by mountains and oceans. Bima Regency has interesting and quite diverse potential to be developed as a tourism destination. However, due to the lack of information about tourist destinations in Bima Regency, it is the biggest obstacle for tourists who intend to visit places or tourist destinations in the Bima area. The phenomenon that has occurred so far is the lack of optimal information provided and promotions carried out by Bima Regency tourism so that only a few tourist destinations are known by tourists and the wider community. Based on this phenomenon, an application design was made as an interactive media that can help to inform and promote tourism in Bima Regency. In obtaining supporting data for the design of this application, several methods were used, namely observations made in several tourist destinations, interviews with related parties, questionnaires, and literature studies in the form of application theories, tourism, and visual concepts. After that, data analysis and comparison matrix will be carried out to strengthen the data obtained. With the design of this application, it is hoped that it can help promote and build the image of Bima Regency Tourism. And can help tourists to find out more detailed information about tourism in Bima.

**Keywords:** Tourism Destinations, Bima Regency Tourism, Applications, Information Media, Promotion