

ABSTRACT

PROMOTIONAL STRATEGY PLANNING WOYWOY PARADISE IN BULUKUMBA SOUTH SULAWESI SELATAN

The problem behind the authors in this study is the lack of promotional media carried out by Woywoy Paradise Destination so that many people are less aware of Woywoy Paradise and also the advantages of Woywoy Paradise. Therefore, the author aims to design a promotional strategy for Woywoy Paradise Tourist Destinations in Bulukumba, South Sulawesi. Data collection in this project will use qualitative methods by conducting in-depth interviews, observations by conducting direct surveys to the location of Woywoy Paradise Destinations and questionnaire collection. Data that has been obtained and analyzed using analytical models such as SWOT, AOI and AISAS with literature studies from promotional theory, advertising, DKV, creative strategic, media and tourism are interrelated as references in the creation of this final task project.

The result of this study is the designer of a promotional strategy with the main media challenge photo on Instagram Woywoy Paradise that can increase public awareness, especially residents of makassar and Bulukumba regency. The concept or idea is to introduce Woywoy Paradise as well as the gray of Woywoy Paradise.

Keywords: Woywoy Paradise, Promotion Strategy, Awareness, Promotional Media