

PERANCANGAN STRATEGI PROMOSI UNTUK MENINGKATKAN PENGUNJUNG DEWI MANGROVE SARI DI KABUPATEN BREBES

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ABSTRACT

Named as the third largest district in Central Java, Brebes has natural beauty that is packaged in the form of tourist destinations, one of which is Dewi Mangrove Sari tourism. Dewi Mangrove Sari is a tour that is often visited by many people, before the decline in the number of visitors. The decline occurred in 2018 until now. Efforts have been made by the tourism sector in collaboration with newspapers and magazines in Brebes and Tegal. Then if on social media Dewi Mangrove Sari has Facebook, Twitter, and Instagram accounts to upload photos of various kinds. Not only that, they also have an official website, to maximize tourism promotion activities by utilizing exhibition stands and distributing nightly entertainment brochures such as in Karang Berahi. The method used by the author is a qualitative method consisting of observations, interviews, questionnaires, and bibliography. As for analyzing the data obtained from the field, namely the SWOT and AOI analysis methods. Based on the analysis of the data obtained from the questionnaire, many audiences choose this tour because of the photo spot. Therefore, this study aims to create a tourism promotion strategy for Dewi Mangrove Sari in providing tourist information as well as to increase the attraction of visitors.

Keywords: Mangrove, Dewi Mangrove Sari, Promotion