

ABSTRACT

Tourism is one aspect that become one of an income resource for a country in matters of nature destinations, religious, cultural, culinary, and others. Penyengat Island is a tourist destination in the city of Tanjungpinang which is the capital of the Riau Archipelago. Penyengat Island has tourism potential in the fields of culture and religion. However, the existence of tourist destinations on Penyengat Island still doesn't seem to attract the attention of tourists to visit. In this arrangement the data collection was taken using a qualitative design with observation techniques, literature studies, interviews, and also questionnaires. After analyzing the data that has been obtained, the author will manage an arrangement for a tourism promotion for Penyengat Island in Tanjungpinang City. The Promotions will be using several media that will be located in certain places, then holding events with Melayu cultural nuances. It is hoped that this design can increase public awareness of the existence of Penyengat Island tourist destinations.

Keywords: Promotions , Qualitative, Penyengat Island, The Society of Riau Island