

## **ABSTRACT**

### *WAVEPARK RESORT MENTAWAI PROMOTION STRATEGY DESIGN*

*The emergence of the phenomenon of island-based resorts located around the Mentawai Islands of West Sumatra which can be used as a natural tourist destination with its beautiful beaches and fauna and is often called the paradise of West Sumatra. Wavepark is a resort located in the Mentawai Islands of West Sumatra which has beautiful views, clean beaches and one of the highest waves in the world. Wavepark offers many activities, especially surfing and has other supporting facilities. The purpose of this research is to increase awareness through a visual promotion design in order to bring in more visitors and open a wider market. The scope of this research is the Mentawai Wavepark resort located on Siaim Island, Mentawai Islands, West Sumatra. The method used is observation, interviews, questionnaires and bibliography. By using SWOT analysis, AISAS, AOI, and Comparison Matrix. With the writing of this paper, it is hoped that it can produce the right strategies and promotions and can increase public awareness of the Mentawai Wavepark resort and can bring in more visitors.*

*Keyword: Resort, Surfing, Promosi*