

**PROMOTION STRATEGY OF MARKISA VILLAGE WITH
ATTRIBUTE POSITIONING CONCEPT APPROACH AS
EDUCATIONAL TOURISM IN TANGERANG CITY**

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Abstract

Kampung Markisa is the embodiment of a thematic village in the city of Tangerang. Starting from the formation of a distinctive and unique idea in the form of a waste bank program to minimize the accumulation of waste through useful activities. However, the increasing number of thematic villages in the city of Tangerang has made the competition in introducing the position of the village increasingly massive. So that consumers can choose tourist attractions according to what they expect. By carrying out a promotion strategy using the concept of positioning attributes, one can assess the potential for carrying out the promotion by comparing its competitors. The method in this study used an approach in the field of design which was obtained from the image aspect through observation, the maker aspect through interviews, the viewer aspect through questionnaires and supported by theoretical aspects through literature study. The research objective is to introduce Markisa village as an educational tourism village. The result is the positioning of Kampung Markisa to be able to promote its tourism brand. Which in the end is expected to attract potential visitors to visit the tourist attractions of the Markisa village.

Keywords: Strategy, Promotion, Positioning, Education, Markisa Village