

Perancangan Media Promosi Widuri Water Park Pemalang guna Meningkatkan Jumlah Wisatawan

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ABSTRAK

Tugas akhir ini berjudul Perancangan Media Promosi Widuri Water Park guna Meningkatkan Jumlah Wisatawan, adapun permasalahan yang di angkat adalah bagaimana merancang strategi promosi yang tepat melalui media komunikasi visual guna meningkatkan jumlah wisatawan. Hal ini bertujuan agar Widuri Water Park diminati oleh masyarakat luas. dengan keunikan Widuri Water Park yaitu pengunjung akan disuguhi wahana air buatan dan panorama alam seperti pantai dan pepohonan rindang. Widuri Water Park diharapkan menjadi komoditas utama di Kabupaten Pemalang sehingga bisa menyumbang PAD (Pendapatan Asli Daerah). Dalam perancangan strategi promosi Widuri Water Park di buatlah promosi Februari Ceria diharapkan dapat membuat Widuri Water Park semakin berkembang menjadi objek wisata yang diminati masyarakat.

Kata Kunci : perancangan, media, promosi, widuri water park

promotion media design of widuri water park for increasing the tourist quantity

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ABSTRACT

This final assignment has title promotion media design of widuri water park for increasing the tourist quantity`. There are main problem of this assignment are how to design the right promotion strategy through visual communication media for increase the touris quantity. This has perpose so people will love widuri water park with the unique side of Widuri Water Park that touris will been presented by artificial water park and nature landscape such as beach and trees. Widuri Water Park was expected be main commodity of pemalang regency so it can contribute to PAD (the real regional income). In the widuri water park promotion strategy design was made one of strategy is happy february. Hope it can make Widuri Water Park more develop be tourism that loved by people.

Keyword : design, media, promotion, widuri water park