

ABSTRACT

Batu District was detached from Malang city and be new city. Many tourism destination and potential of nature tourism in Batu City, it makes Malang city is not really well known by the people specially the youth dealing with the potential of natural beauty. Yet, the problem is a lot of potential natural tourism available in south of Malang district, but not many people know it because of less information and promotion media dealing with natural potential, such as beach of Clungup Mangrove Conservation. One of efforts that can be done is designing of promotion strategy and media. The aim of this design is to show and convey the potential of Clungup Mangrove Conservation beach through appropriate message. the method used for this design is by qualitative through AISAS ,SWOT analysis. Meanwhile, the theory used are visual communication design, promotion, media, tourism, mobile application, etc. The results of the design are the mobile application “Clungup Conservation” in order to ease getting information clearly, and print media such as: poster, x banner, brochure flyer, billboard, spanduk, etc in order to convey potential by message and visual.

Key Word : Tour, Promotion, Beach, Application, Malang