

ABSTRACT

PROMOTION STRATEGY DESAIN DESTINATIONS NATURE SUKAMADE

Sukamade beaches are nesting turtles and giant of the Indian Ocean and the Pacific. This is not out of the secluded beach Sukamade layout, so the turtles can spawn more safely, minimal human disturbance and habitat was awake. Sukamade tourism unfortunately not supported by a media campaign that good. Sukamade name is not widely known by tourists and foreign countries. Sukamade not yet have an effective media campaign, which is able to summarize and describe the appeal and advantages it has. Researchers using qualitative methods ways to find out information about their turtle breeding in Sukamade are to design a media campaign that provides information about the nature Sukamade. The form of making media mobile applications for smartphone and other print media.

Keywords: Tourism, Sukamade, Promotion, Application