

Abstract

Taman Buaya Indonesia Jaya is the only animal vacation type in Bekasi. This park has special animal which is crocodile as a form of preservation of the animal. Because the crocodile is an animal who has been sentenced to almost extinct so entered into the list of animals that must be protected. As a vacation place, Crocodile Park is less known by the public. It can be seen from the small number of visitors That may happen because people who do not know about this place, or this place not attracts visitors to come. Visitors will slightly affect the preservation of these animals. Though some online news page mentions that the Taman Buaya Indonesia Jaya is the largest crocodile dosing in Asia. This happens because the lack of public awareness of Crocodile Indonesia Jaya. So with the promotion media can be expected to build public awareness of this tourist spot. Which is then expected to also increase the number of tourists visiting. The method used as a method of research is using qualitative methods and SWOT analysis as a means of data analysis. Expected in the presence of a media campaign can build public understanding of these tours can also build tourist image that can pull / push people's desire to visit.

Keyword : Taman Buaya Indonesia Jaya, Promotion Media, Bekasi