

ABSTRACT

Marine tourism in Jember, is a variety of alternative marine tourism objects whose existence can not be ignored for nature tourism lovers, especially marine tourism. The diversity of marine tourism in Jember is very charming and also save the privilege of each. Because the standard of living in Jember has not been as high as living standard in other big cities, with marine tourism objects so diverse as Jember deserve to be taken into account in terms of marine tourism. The absence of a special promotional media to discuss about marine tourism object of Jember make many prospective tourist from outside Jember which is constrained in getting information about marine tourism object other than location of marine tourism object itself. This causes marine tourism objects in Jember is less well known and also not a major tourist destination for potential tourists. The solution of the problem is to make the design of promotion media and effective communication strategy for marine tourism object in Jember. Therefore, writer do the design of promotional media with tourist guide book as the main media and various kinds of supporting media based on the used strategy. By using data collection method with literature study, direct observation, and interview to related parties is expected writer can get more factual information. And the use of SWOT and AISAS analysis methods that make the information obtained more efficient and well targeted. By using these strategies, it is expected to have a positive impact on the interests of potential tourists and also become an effective communication medium in conveying information to tourists.

Keywords: Destination, Jember, Marine Tourism.