

ABSTRACT
PROMOTION STRATEGY FOR SIMALUNGUN DISTRICT TOURISM
DESTINATION DESIGN

Simalungun District have an amazing potential in tourism sector with so many object that is exist in Simalungun like argo, nature, and culture tourism also have an interisting history to help behind it. The main purpose from this research is to make a right promotion strategy for Simalungun District to increase the number of tourists. The existance of a good promotion strategy is having the advantages of it delivered onto the audience. After having a good strategy, the next purpose is making a right media promotion design to increase the number of tourists which will be coming to Simalungun District's destination. Good promotion strategy will be useless if they are not balanced with a good media promotion. A long the way, the conventional promotion like a poster, billboard, and banner yet not to exist. So, researcher felt it is needed to help Simalungun District to choose and use a rigt media promotion like digital media such as video tourism and print media such a poster shared in social media like facebook, twitter, instagram, line, etc. That way, the tourists can ses their potential tourism of it which exist in Simalungun District, it also can increase the number of tourists which is coming to Simalungun District. The area of this final project is done according to the knowledge of Visual Commnunication Design.

Key word : Promotion, Simalungun Tourism Destination, History