

## ABSTRACT

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*Pelang* beach is exotic and charming beach located in the village Wonocoyo, district Panggul, Trenggalek, East Java. Lack of promotion of *Pelang* beach is one of the causes of *Pelang* beach is only known for recreational place without knowing another activity that can do in *Pelang* beach, and therefore required a strategy and media promotion to introduce *Pelang* beach. The method used in this thesis is observation, literature, and interview. The data is obtained and analyzed through a SWOT analysis as a reference to create a promotional strategy of *Pelang* beach. The strategy that will be used for the promotion of *Pelang* beach is a tour package and camping in *Pelang* beach. The main promotional media that will be used for the promotion of *Pelang* beach is an event, while the facebook, twitter and poster will be used as the supporting media. This promotion is expected to help the Department of Tourism Trenggalek in introducing *Pelang* beach.

**Keywords:** *Pelang* beach, Promotion, Trenggalek, Event, Travel Package