

ABSTRACT

Indonesia is a country that holds an abundance of charm and beauty. The natural beauty that Indonesia supports the development of the tourism sector. Tourism is growing in Indonesia in addition to natural beauty, as well as cultural diversity. Tourism sector is considered as the most ready to rise when the state is experiencing a crisis. The tourism sector is expected to become the main supplier of foreign exchange. In the process, a variety of attractions that exist in Indonesia emerge and offer a variety of tours and tourist village is one example. One Indonesian city that relies on tourism sector is in Yogyakarta, a tourist village appears as a village has a wealth of potential or that can or deserves to be sold by the community itself. Tourist village "Kelor" Sleman region is one that is developing Tourism Village, but marketing is still minimal and only in the area they promote it, as well as the lack of management and supporting facilities. Therefore, the plan will make the Final researchers DKV with the theme promotion Village Tourism "Kelor" through the means of media design..

Keywords: Tourism, Village Tourism, Tourism Village Kelor, Promotion, Yogyakarta