

ABSTRACT

The potensial of Mabak Merak Island tourism in Cilegon Banten very high and complex, because it has a beautiful underwater, making it the point of attention of the tourist who have an adventurous spirit to travel. Facilities are very complete such as Snorkeling and Diving. And also the local government wants to develop Mabak Merak Island to bulid a underwater aquarium to facilitate the tourist to enjoy the underwater world of Mabak Merak Island.in Cilegon Banten. See and observ the great potensial of Mabak Merak Island, it is necessary a media campaign to introduce to society or target audience. The writer used qualitative method thorough research, observation, interviews, documentation, and review of the literature. So, the media campaign would be more effectively.

Keywords : Promotion, beautiful underwater, fascination of Mabak Merak Island.