

## **ABSTRACT**

### *Promotional Design For Bogor Botanical Garden As Floral Tourist Destination*

*Bogor Botanical Gardens is one of the attractions is quite well known and already quite old, while the problems studied is how to devise creative strategies to promote the Bogor Botanical Gardens as a tourist floral, which nowadays most people know the Garden just as a tourist only, with their assessment of the issue is expected that visitors can know more about educational facilities in the Bogor Botanical Gardens and visitors will not just come to the Garden only limited traveled but may be possessed of new science in the field of flora and environmental science, as a target of achieving the objectives of the Bogor Botanical Gardens today. Promotion strategy is intended to inform educational facilities as well as the diversity of flora in the Bogor Botanical Gardens so that visitors can better know the advantages which is owned by the Bogor Botanical Gardens and is expected to attract public attention (Attention) and raises the interest (Interest) so that it appears the desire to collect information (Search), which aims to be trying to educate the package directly to the Bogor Botanical Gardens (Action). After it is expected that visitors can share their experiences and stories about the flora in the Bogor Botanical Gardens (Share).*

*Keywords: Bogor Botanical Gardens, Promotion, Tourism Flora, Event, Children*