

ABSTRACT

DESIGN PROMOTION OF EDUTOURISM JELEKONG ART AND CULTURE VILLAGE IN BANDUNG

According to the regulation indicating that PAKEM strategy (Active, creative, efective, and fun study) is important to be implemented as one of learning method in Indonesia education world. Jelekong art and culture village offers edutourism program which can settle as creative education media for education development according to PAKEM learning. The purpose of the design is to promote edutourism program at Jelekong art and culture village in order to be known by the target audience. Within the design, designer uses qualitative method with study cases. The result is promotion media that efective and fit with the trend which happening in society. This design is expected to help society or audience get the information about Jelekong art and culture village, and edutourism program available there. In addition, it convey the information for generating the knowledge in education world.

Keyword : Jelekong Art and Culture Village, PAKEM, Edutourism, Promotion.