

ABSTRACT

Surabaya is the capital city of East Java, Indonesia, also a metropolitan city second to Jakarta. Cultural pluralism in Surabaya become an attractiveness for tourism. Surabaya city government's effort to conserve culture and tourism as well as increasing the awareness of young generation of Surabaya is by held The Surabaya Cak and Ning Election. Unfortunately, this event's application never fulfill the target every year. Therefore, a set of promotion for this event is required, to increase the participation of young generation.

In this event promotion design, data collecting methods such as interview, questioner, literature studies and data analysis methods that consist matrix analysis are conducted. As the result, a set of promotional media that includes internet and printed media in order to inform The Surabaya Cak and Ning Election event to the public, especially Surabaya young generation.

Keywords : Surabaya, Cak and Ning, Culture, Tourism, Promotion.