

ABSTRACT

The monetary crisis that happened in the year 1997-8 causing the economy in indonesia decline. Big companies one by one of bankruptcy because raw materials imports increased. In contrast to smes when it was stay in business dikala the monetary crisis. But now there are still many young people who think that work only in office if they were seen the number of jobs stable so little in the number of people looking for work. Their tourism business tegalwaru is tourism give education experience directly on entrepreneurial through visits and training. But this time their tourism business tegalwaru is weak known by the community and tourists because a promotion less. The data collection was done by using observation , interview , the questionnaire , and the literature study. From the data that has been collected writer do design media promotion that are amenable to their tourism business Tegalwaru. The purpose of designing a media promotion so that can draw tourists in indonesia at special west java to come to their tourism business tegalwaru that would give benefits education to tourists on small and medium enterprises

Keywords : Promotion, Tourism, Tegalwaru