

ABSTRACT

Tourism is often perceived as a vehicle to increase government revenue, especially foreign exchange earnings, in addition, tourism also contributed to many other fields. Among it, creating and expanding businesses, increase incomes and promote the nation's cultural environment. Indonesia has a lot of white water rafting one of them is the Rainbow Rafting. Rainbow Rafting has the advantage in the travel sector which has rapids that extreme level on the grade 3+, and Rainbow Rafting also have natural phenomena such as Batu Mahkota Raja. The success in the development of the tourism sector can be achieved due to the integration between the community, government, media, and tourism actors. Due to lack of information and promotion, make Rainbow Rafting is less known by tourists. One way to convey and promote Rainbow Rafting is to make the design strategy of promotion of informative and effective use of media promotions such as website, stickers, video teaser, social media, web banners, magazine ads, newspaper ads, posters, brochures, billboards and merchandise. The aim is to provide information to the target audience.

Keyword: Tourism, Pernalang, Rainbow Rafting.