

ABSTRACT
PROMOTION DESIGN FOR TAMAN AIR GUA SUNYARAGI
IN CIREBON

Ivoni Putri Damayanti
Communication Visual Design, Telkom Creative Industries School
Telkom University
ivoniputri@gmail.com

Cirebon is one of the city located on the north coast of West Java which has rich cultural heritages. One of the potential historical place in Cirebon is The Taman Air Gua Sunyaragi, the legacy of Sunan Gunung Jati, the first king of Cirebon. But unfortunately that place is still unknown to the public due the less promotion. This leads to a lack of interest of people to visit that place. Therefore a promotion design is required in order to introduce The Taman Air Gua Sunyaragi more publicly.

The Author obtained required data through the methods of observations, interviews, literature studies and questionnaires to respondents who represent the target audience. Also author conducted the SWOT and comparison matrix analysis in order to seek further potentials as the ground base of the promotional design. Based on the analysis results a promotional media is designed with “Return to The Past” concept, using both offline and online media. Hopefully this promotions design will increase the public interest to come to Taman Air Gua Sunyaragi.

Keywords: Promotion media, Cirebon, Historical Attraction, Taman Air Gua Sunyaragi.