

**PROMOTION DESIGN FOR INDEPENDENCE HISTORY PLACE IN
KARAWANG DISTRICT**

ABSTRACT

History of independence is important moment for Indonesian, historical heritages since struggle moments until independence day are part that should not be forgotten because that moments can increase the spirit of nationalism . Historical heritages of Independence attraction open to the public and can find everywhere, but in fact a lot of those are still remains unknown. Furthermore, historical attractions in Karawang district which is lack of promotion from local government makes people not familiar with it. Data being collected from observation method, informant interviews, literature reviews, and questionnaire for representative sample of target audiences. Then analyze the data using comparison matrix untill find the result of promotions of independence historical attractions in Karawang district so people can be familiar and interested to visit those local independence historical attractions.

Keywords: Promotion, Tourism, Independence history, Karawang district