

ABSTRACT

Tourism is a process of person leaving to another place outside his residence. Jambi Province is one of the provinces in Indonesia that has tremendous tourism potential. One of the attractions in this province is Muaro Jambi Temple Site. This site is the largest cultural preserve area in Southeast Asia and the relics of the Malay Kingdom and Sriwijaya Kingdom. This site has a cultural heritage of aquatic network systems, ancient temple sites, and ancient settlement sites. Problems experienced by this site is promotional activities held against it is still less effective causing the existence of this site becomes less known by the public. Therefore, it takes a promotion media that can be used to introduce and promote and increase tourist visits to this site. The research methodology used to analyze the issues raised are qualitative research and data analysis. Media designed as a solution of the issues raised is the typeface-based Pallawa script that is applied as a font into various promotion media of this site. The expected result is the existence of this site can be known by the public so as to form its image as one of the tourist attraction in Jambi Province worth to visit.

Keywords: Tourism, Jambi Province, Muaro Jambi Temple Site, Pallawa script, typeface, promotion media, and font.