

## **ABSTRACT**

### **THE DESIGN OF PROMOTIONAL MEDIA BONDOWOSO TOURISM**

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Indonesia's natural beauty has become the main tourist attraction. Bondowoso is a small town which is geographically situated in the territory of the eastern part of East Java province. The city has countless potential for natural tourist attractions, such "Blue Fire" which is located on Mount Ijen crater, green hills in the crater of Wurung, and Coffe Agro-tourism. On the other hand, the number of international tourist are less than the local tourist whose visited the town of Bondowoso. One problem is the lack of media promotion to introduce tourism town of Bondowoso. In order to achieve the goal of the design, the author obtained the required data using the method of observation, interview, related studies resource library, and using methods of analysis Matrix project. The result of the obsevation shows there is unavaibility information about tourism in Bondowoso for international tourist. The right solution to solve the problem is the design of the promotional media appropriated in introducing tourism town of Bondowoso. With the presence of the author's design is expected to help increasing the number of international tourist and equaling with the number of local tourist in three tourisms; Ijen Crater, Wurung Crater and Coffe agro-tourism in Bondowoso.

Keywords: Bondowoso, Tourism, Promotional Media, International Tourist