

ABSTRACT

Seruni Beach is a beach that has natural beauty that is still natural and clean. Not only has the natural beauty that is still natural and the cleanliness of the beach is maintained, but Seruni beach also has its own uniqueness that is the waterfall that only appears during the rainy season which is located on the east coast. Although with a characteristic and has a natural beach, it is still lacking to increase the interest of tourists to visit the beach. Less well known and desirable because Seruni Beach has no media for promotion and information. The number of visitors to Seruni beach every year is quite small compared to the surrounding beaches.

The method that will be used to find data in this study is a qualitative method. Data will be obtained from several sources through observation, interviews with experts, questionnaires and comparative analysis of matrices. The target audience on this beach are teenagers and families because there are so many things that can be done on this beach such as camping, photos, playing water, seeing waterfalls and climbing cliffs around the beach area. This design aims to promote and inform Seruni beach as a tourist destination in Gunungkidul regency, Yogyakarta. By doing this research, it is hoped that it can add to the interest of tourists to visit, increase the number of visitors and knowledge of the public about Seruni beach. It is hoped that this research will have a good impact for the Gunungkidul Regency Tourism Office and is useful for prospective tourists.

Keywords: Promotion, Beach, Media, Information Design.