

ABSTRACT

Lubana Sengkol Tourism is a fishing excursion which has a lot of facility in it. This fishing excursion has a unique 'Monster Fish' in South Tangerang. Beside fishing, Lubana Sengkol also has several facilities such as: Wedding Venue, Archery, Paintball, Flying Fox, Camp, and Restaurant.

From the reported methods, author finds the weaknesses which needs to be fixed and developed such as unstructured promotion program, and the minimal use of promotion media. While the location is fairly strategic as Lubana Sengkol's place is located near the center of the town. South Tangerang residents only know Lubana Sengkol as a place to fish, even though Lubana Sengkol has a better opportunity to improve the excursion. Hence, there needs promotion media to raise resident's awareness for the excursion itself so they want visit Lubana Sengkol. Therefore, author will organize an event which includes fishing competition, paintball.

Keyword : Refreshing, Nature, Experiencing