

## **ABSTRACT**

### ***DESIGNING THEMATIC PROGRAMME PROMOTION OF MANGROVE FORESTS MUARA TAWAR, BEKASI***

*Fitriani Latifah, 1601152499, 2015, Visual communication design Courses majoring in Advertising Creative Industries Faculty, University of Telkom. The title of the research that was made was the design of the Tourist Promotion of Mangrove Forests in the District of Muara Tawar, Bekasi.*

*Nature Fresh Estuary of Mangrove Forests is one of the natural attractions of different tourist attractions located in Bekasi. This tour was in Kp. Paljaya Rt 01 Rw. 01 Village Segara Subdistrict Tarumajaya Jaya, Bekasi Regency. This area is on the lips of the sea sehingga have a cool air. On the basis of the phenomenon that is currently the case that any tourist happy vacationing to places that are natural so that tourists love to immortalize the moment – the moment when you're in one place, even the tourists do not hesitate to share their photos into social media. Then based on the above background that a Natural Mangrove forest Fresh Estuary has a spot of photos that is not inferior to other tourist attractions. But visitors who come to this place because there are not many visitors come just to know these sights from the people who've never come this place. So, not many tourists know these sights. So it is not yet the existence of the promotional efforts made by the parties. In the design of this promotion is the author of do observations, interviews and questionnaires. The purpose of this research is the design of the implementation of the promotion of the right to increase the number of visitors to the natural attractions of Mangrove Forests in the District of Muara Tawar, Bekasi. Mainstream media this promotion a Thematic Program that provides an interesting experience and impression to the visitor directly, and the poster as a medium of information.*

*Keywords: Promotion, tourism, nature, education, Mangrove estuary of Bargainin*