

Abstract

Departing from the principle of 'give more' Mr. Alm. Soewarso Pawaka stands for this durian tourist place, where he wants to show that durian has many benefits and everything that is done with seriousness will also get good results. This durian tourist place has 9 (nine) hectares of land with 900 more durian trees consisting from 19 types of durians from 7 superior durian varieties, both from local and external durian species, such as Monthong durian, Petruk, Lay, Sunan, Si Mas and durian Copper.

The author also visits Warso Farm periodically for a month on weekdays and holidays. It was found that visitors who come on weekdays only around 30-40 people and on holidays around 60-90 people. This observation data supports the interview data above where only about 2000 tourists who come in a month. Visitors who come are not yet in line with the expected target so that an inaccurate factor influences the purchase of durian in this tourist spot. The uniqueness mentioned by the Warso Farm manager is the collection of trees that bear fruit every day and free pass, visitors only need to pay for purchased durian or food purchased at Warso Farm. This place also provides durian preparations, if visitors don't like the taste, they can request what they want and Warso Farm will make what visitors want, Sundanese food is also provided for visitors who are less interested in durian.

Keywords: Designing, Promotion, Selling, Increasing Visitors.