

ABSTRACT
DESIGNING OF BATU JAYA TEMPLE SITES
PROMOTIONAL

This final report is titled “DESIGNING OF BATU JAYA TEMPLE SITES PROMOTIONAL” contains promotional strategists according to the problems of historical tourism destinations in Batujaya Temple Site. The purpose of this study is to design a promotional strategy to increase visitors or general tourists. The solution to this problem is to design a promotional strategy in accordance with the uniqueness of the Batujaya Site as the oldest historical cultural tour in Indonesia. The author conducted a promotional design using several media from ATL, TTL, and BTL and then used the AISAS strategy method. The use of the AISAS method was carried out to analyze the development of the current era. The strategy that I use to make the Batujaya Site as a place of education and pleasure by providing a variety of experiences, ranging from authentic evidence to the end of time from ancient times to rock demonstrations by breaking down existing materials. By using direct sales strategies through media events and advertising games so that the target audience feels firsthand that they are an archaeologist at the Batujaya Site. By using this strategy it is expected that the design of this media becomes a solution to the problems of the Site of Batujaya .

Keywords :

Promotion, Hystori, Recreation, Education, Event, Game