

**ABSTRACT**  
**PROMOTIONAL MEDIA DESIGN**  
**DE TJOLOMADOE SOLO CITY**

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*Surakarta City, also known as Solo City, is one of the tourist destinations. One of the Solo City has a new historical tour of De Tjolomadoe. De Tjolomadoe Tourism is a former Pabrik Gula (PG) Colomadu that was founded in 1861 by Mangkunegaran IV. After being closed for 20 years later it was revitalized into a historical tour. De Tjolomadoe Tourism has various tourism facilities, namely museums, merchandise shops, cafes, and convention hall. De Tjolomadoe Tourism Still there are some problems that is lack of public awareness of tourism because it is still new. The promotion has not been described from the whole tour and the design system that has been created does not have the one system. In addition, visitors who come to De Tjolomadoe majority are middle-down. Meanwhile, the target that the management expects to be middle-down and up. From the problems mentioned, the author seeks to obtain the necessary data through several methods, i.e. methods of interviews to related parties, observation methods, questionnaire methods, and literature studies. Once the data is acquired, the author performs an analysis aimed knowing what needs to be fulfilled. The design that will be created in this final project is promotional media consisting of, identity, poster, flyer, brochure, banner, ticket, billboard, and souvenir. The concept to be used is human interest photography to attract more interest target by showing visitors who are traveling in De Tjolomadoe. It is expected that the design of the final project has the same design system and more demonstrat activity on its promotion can increase brand awareness and the number of visitors on De Tjolomadoe.*

**Keywords: Promotional Media, De Tjolomadoe, Historical Tourism, Solo City**