

## **ABSTRACT**

Kampung Tajur is a tourist village located in Pasanggrahan Village, Bojong District, Purwakarta Regency, West Java. By saving tourism potential, both the beauty of nature, culture and local wisdom. A village is a place with potential village tourism as an attraction for tourists.

Tajur village has long been developed as a tourist village. With the existing tourism potential, but not many people know this Tajur village. The use of information media and promotion by Tajur Village has not run optimally and only relies on government promotions. With excellent tourism potential but information about the village of Tajur is still incomplete and clear. With complete and transparent information, it will undoubtedly attract tourists to visit Tajur village.

The data collection method used is the analysis of similar projects as references and comparisons to design this website, then interviews with resource persons and data collection through questionnaires and literature studies that are related and support fluency in the preparation of this Final Project. By designing Kampung Tajur online media as a medium of information and promotion, it is hoped that it can be better known by the wider audience and can increase the potential of Kampung Tajur tourism village so that it can increase the number of visitors.

**Keywords :** Online visual media, website, UI, UX, media, Kampung Tajur, Purwakarta