

## ABSTRACT

*Lake Sentani Festival is one of the annual activities which is a government effort to realize tourism development that relies on the natural and cultural wealth of the local community. However, the number of visitors to this festival has not met the government's target. One of the reasons for not meeting the target audience is the absence of data on definite target audiences and the lack of information media and promotion of the Lake Sentani Festival. So, a change from the promotion side is needed to make the Lake Sentani Festival look more fresh.*

*The method used in data collection is interviews, literature studies, observations, questionnaires distributed to respondents who are targeted. The design was carried out by analyzing the Lake Sentani Festival using comparison matrix analysis and positioning matrix. The design of promotional media is focused on elements of regional art, typical Papuan motifs as a reference in the visualization of media including posters, banners, advertisements for magazines, brochures and others.*

*Keywords: Media promotion, festival, culture, Papua*