

ABSTRACT
PROMOTIONAL DESIGN
TOURIST OBJECT IN SIPELOT BEACH
MALANG JAWA TIMUR
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Indonesia has many choice of natural attractions that are very interesting to visit. One of them is beach tourism which is the right choice for tourist from Indonesia and foreign tourists. The rise of the phenomenon of tourist villages today, some villages that raise tourism object, one of which tourist village of Pujiharjo, which introcued the Sipelot beach located in Pujiharjo Village, Tirtoyudo District, Malang Regency, East Java. Sipelot beach has been commercialized by Pujiharjo Tourism Village, but it has not yet been published and has not officially registered on the *Disbudpar* website, this thing makes existence of this beach still quiet compared to the another beaches. This phenomenon also accurs due to a lack of promotion through social media, therefore it is necessary to design promotion to increase the visitors to Sipelot beach in accordance with the specified target, also to explore the attractions offered by the Sipelot beach.

The methods used for data collection include questionnaires, observations, interviews, and literature studies as well as conducting analyzes in the form of STP analysis and comparative matrix analysis that will produce data for use in promotional displays for the Sipelot beach. The main media that will be created is social media and equipped with supporting media such as X-banners, souvenirs, flyers, merchandise and travel guides.

Hopefully that the design of this promotion can provide information and improve the economy of the surrounding community.

Keywords: Promotion, Media, Sipelot Beach, Malang, East Java