

ABSTRACT
PROMOTIONAL DESIGN
MARKET TOURISM OBJECT ARTS TAMAN IMPIAN JAYA
ANCOL
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DKI Jakarta Province has a lot of good tourism places and is no less interesting to visit with other provinces. DKI Jakarta has an Art Market tourism object which is a means of service activities in the marketing efforts of art work, through promotions, sales, demonstrations, exhibitions and performances. One of them is the Ancol Art Market which is located in the Ancol Taman Impian area which reaches an area of around 552 hectares. Precisely in the western part of the Ancol Dream Park entrance. Based on the data, visitors to Taman Impian Jaya Ancol in 2016 amounted to 18,007,919 people, in 2017 there were 18,713,717 people, an increase of 29% (705, 798 people). The income of Ancol Taman Impian in 2016 850,298.55, in 2017 895. 298.55 increased by 4,500,000 (17, 3%). The increase experienced by Ancol Taman Impian did not affect the Ancol Art Market, based on observations experiencing lonely visitors due to decreased public interest / interest, and based on literature studies, social media in the form of Instagram owned by Ancol art market had a few followers below 100,000 only 2. 592, This causes a lack of community interest, the problem that comes because many people do not know about the existence of the Ancol Art Market and what is contained in the Ancol Art Market environment becomes its own problem, because most of them choose to spend their holidays in the beach area and also in Dufan (Taman Impian Jaya Ancol). not only that, starting from the many art galleries that are open out there, make the art market one-sided and unattractive. Lack of knowledge about what is an art market and also what activities and facilities there seem to be one of the causes of lack of visitors to the Art Market. and at the same time as the revitalization carried out by the Ancol Art Market in order to raise people's enthusiasm and improve services. The purpose in designing this Final Project is to increase the interest of local and foreign tourists through promotions, so that PAD also experiences an increase. the author obtains the data needed through the method of observation, observation, interviews with informants, literature studies, and questionnaires

to respondents who can represent the target audience. Then the authors also conducted an STP analysis and a Comparative Matrix to find out further potential as a basis for design. Based on the results of the analysis, the design of promotional media was designed with the concept of "Returning Preserving Art Culture" by utilizing online and offline media. This design is expected to be able to help the management of the Ancol Art Market to attract returning visitors to be interested in visiting the Ancol Art Market

Keywords : Promotion, Media, Art Market, Ancol Dreamland.