

ABSTRACT

The privileges of Pontianak city are passed by equator line but has no beach or mountains. However Pontianak has an event that can be visited by participants from all over the world, namely Pontianak City Run, Cap Go Meh Celebration Festival, Sun Culmination Festival at the Equator Monument and various water activities along the Kapuas River. However, the spread of information used today is still less effective because it relies only on the conventional information delivery model by word of mouth, therefore it is needed promotion media so that people can receive information about this quickly. The methods of research used are DKV research methods, from the aspect of the authors conducted interviews, the visual aspects of observation and logging, the audience aspect is carried out questionnaires, and conducted library studies to reinforce the concept. Data was analyzed using comparison matrix analysis and SWOT analysis which results are used as a design strategy. Design results are published through the appropriate promotional media to boost the original revenue of Pontianak city.

Keywords: Promotion, Pontianak City Run, Equator