

ABSTRACT

The tightness of the community's busyness to work or to do their expenses requires the entertainment service providers to have a natural nuance and provide outing services as one of the inexpensive and fun refreshing facilities. One of them Cantigi Camp which provides exceptional service called outbound. Based on the method of observation, surveys and interviews Cantigi Camp has a problem in the promotion section, so it is necessary to design a campaign that can solve the problem. This design is expected to increase the number of visitors from Cantigi Camp tourist destinations

Keywords: Cantigi Camp, Promotion, Media, Outbound