

ABSTACT

Quoted from Kemenparekraf.go.id, the role of the national tourism sector is increasingly important in line with the development and contributions made by the tourism sector through foreign exchange receipts, regional revenues, regional development, as well as in the absorption of investment and labor as well as business development spread across various corners of indonesia. This leads to increased development and competition in the tourism section. Morotai Indonesia is one of the Islands Regency in North Maluku Province which has a large tourism pontist. In addition, Morotai Island Regency has a unique geographical location and can be visited by tourists. Having a great tourism potential Morotai Island and in order to be known by tourists needed media promotion as a strategy in disseminating tourism information Morotai Island. Data collection methods used in this design are interviews, literature studies, questionnaires, observations and data analysis methods used are questionnaire data analysis, matrix analysis, SWOT analysis. The data obtained will be a reference data for the design of strategy and visual visualization promotion Morotai Island Regency in the form of visual identity and design system that will be used in promotional media.

Keywords: Promotion, Tourism Morotai Island.