

Abstract

In the process of creative promotional design, the use of media is an important thing to pay attention to so that in the process of conveying the message, it can be effective and well conveyed. In this process also requires various kinds of analysis of the targeted targets to maximize all forms of media used in the process of conveying the message. For example, in the process of designing creative promotional media on the Posi-Posi Loloda beach using several methods starting from research methods, namely observation, interviews, questionnaires, and analysis methods, namely the comparison matrix and the AISAS method. Based on each of these methods, it can be seen that the pos-posi beaches have problems in promoting their destinations, which in the end, tourists do not know the posi-posi beaches, which contain various unique and interesting things to visit. Thus, posi-posi loloda beaches in North Maluku, especially in North Halmahera, are deemed to need assistance in designing creative promotional media. From every thing that has been discussed above, the designer hopes that by making this design, tourists can recognize that this unique destination exists and is worth visiting.

Keywords: Posi-posi Beach Loloda, North Maluku, North Halmahera, Creative Promotion Media, Unique Destinations.