

ABSTRACT

DESIGN PROMOTION STRATEGY FOR MUBUT DARAT ISLAND IN BATAM CITY

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Batam City is one of the tourism cities, due to its strategic area. Batam City is inhabited by about 1,376,009 residents. The majority of the population works as industrial employees, so weekends are the best time to take a vacation. One of the interesting tourist attractions is Mubut Darat Island. However, many people still don't know this tourist destination, especially Batam City residents because of the lack of promotions carried out by the destination so that people know more about competitor destinations. This is what causes the number of visitors to decrease from year to year. The methods used in data collection are observation, interviews, questionnaires and literature study. Furthermore, the analysis uses a SWOT analysis (strengths, weaknesses, opportunities, and threats) and a comparison matrix. The results of the promotion design in the form of main messages and also promotional media that are in accordance with the target audience such as print media, Instagram, Facebook, and websites and are supported by an action booth. It is hoped that by designing this promotional strategy it can increase the number of visitors to Mubut Darat Island tourist destinations.

Keys: Travel Destination, Beach, Vacation, Visitors, Promotion Media