

ABSTRACT

Kandri Tourism Village is one of tourist destinations in Semarang, Central Java. This village has so many places to visit in one village, but they are not opened simultaneously to become a complete tourist destination. Therefore, there are some destinations that have not been well-known in the public. People tend to visit only the famous places, such as Geo Kreo which is a trace of Sunan Kalijaga. In consequence, this project aims to design a promotion strategy for Kandri Tourism Village in Semarang City.

This project used qualitative methods by conducting in-depth interviews, observation by conducting a survey directly to the Kandri Tourism Village location, and collecting questionnaires. The data that has been obtained were analyzed using analytical models such as SWOT, AOI and AISAS with a literature study of promotion theory, advertising, DKV, creative strategy, media and tourism which are interrelated as a reference in making this final project.

This study results in a promotion design which may increase public's awareness, especially Semarang residents, and significantly increase the visit of every spots or places in Kandri Tourism Village.

Keyword: Kandri Tourism Village, Promotional Strategy, Awareness.