

ABSTRACT

PROMOTION PLANNING OF KENJERAN PARK TOURIST DESTINATION IN SURABAYA

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The development of the tourism sector in Indonesia is growing so fast. As the atmosphere becomes more lively, there are times when a place that was once visited for various activities becomes marginalized by newer entertainment facilities. This makes the entertainment venues that used to be a favorite to fade over time. For example, there is a beach resort in Surabaya which is starting to be abandoned by visitors, namely Kenjeran Park Surabaya. Which is one of the Chinese cultural tourism destinations in Surabaya. Meanwhile, the potential that can be developed is arguably large so that it can be expected to be able to cover various circles of tourists.

However, based on the data obtained by the author, the number of visitors from year to year is decreasing and is not in accordance with the desired target. Currently, the promotional media used is Instagram, but the social media is not so active that it is less effective in promoting Kenjeran Park.

Therefore, the authors conducted this study and design with the methods of observation, interviews, literature studies and questionnaires. The data that has been collected is then analyzed using the SWOT and AISAS methods with supporting theories such as tourism, promotion, advertising and visual communication design theories as the author's reference in designing this final project. The design is made in the form of visual content on social media and print media to increase the number of visits and awareness of Kenjeran Park

Keywords: Kenjeran Park, Surabaya, Promotion, Tourist Destinations, Chinese Culture