

## **ABSTRACT**

### ***DESIGN OF WEB SERIES AS A MEDIA OF TOURISM PROMOTION IN KABUPATEN PEMALANG***

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*Kabupaten Pemalang has many beautiful natural attractions and is still less well known by tourists from outside Kabupaten Pemalang. To answer these problems, a tourism promotion media designer is using YouTube media with Web Series content to provide information that attracts tourists' attention. Therefore, there will be data collection from literature studies related to relevant theories, observation of visual objects from several tourism Web Series, interviews with videographers, and distributing questionnaires to the target audience of the Web Series. The results of the Web Series design have three episodes, each of which shows several tourist attractions in Kabupaten Pemalang.*

***Keywords: Tourism, Web Series, Kabupaten Pemalang***