

ABSTRACT

Padang City is one of the provinces of West Sumatra which is located on the west coast of Sumatra Island. The city of Padang has extraordinary maritime potential, consisting of a group of beautiful islands in one area. Geographical conditions that are directly adjacent to the Indian Ocean make the leading tourism of Padang City is the natural tourism of the coast and its islands. One of the natural attractions of the Padang City archipelago is the Banana River Islands Tourism Area. Located in Bungus Teluk Kabung District, Padang City. To get to the Sungai Pisang Islands Tourism Area, there are 2 crossing options, namely Muaro Port and Sei Pisang Pier (Pisang River). The Pisang River Islands Tourism Area has very beautiful natural tourism potential to visit such as white sand islands, diverse marine life and coral reefs that are still awake. The lack of promotional media and information makes the author feel interested in taking the title Designing Promotional Media for the Sungai Pisang Islands Tourism Area. The method of collecting data is through direct observation to the Tourism Area, conducting interviews with the parties concerned, distributing questionnaire links to social media, literature studies, and comparative analysis to compare tourist attractions promotion media with other competitors in terms of visuals. The author hopes that by designing the user interface on this website, it will be easier for visitors to get valid information, this can also increase the number of visitors and can also advance the economy of the residents around the Sungai Pisang Islands Tourism Area.

Keywords: Promotion Strategy, Promotional Media, Tourism.