

## **ABSTRACT**

On the past few years, the grown up of the film in Indonesia made us know that tourism participate a lot. Film is one important marketing tool that can play an effective role in the promotion strategy of tourism destinations. One of the destination in Indonesia is Yogyakarta. From all the films that were shot at Yogyakarta, the film AADC 2 is a film that gets quite a lot of interest managed to become the top box office Indonesian. Not only because of the enthusiasm of the people that waiting for this film or the story line that make us feel touched by the love story. This film also gives us about the hidden place that attract us as the watcher to be wanted to visit the location which mean increase desire to visit.

This research uses quantitative with descriptive based on push factor and pull factor on desire to visit. The sample in this research is 100 respondent who have been watching AADC 2. The sampling technique uses non-probability sampling. The push factor significant affected desire to visit, pull factor significant affected desire to visit, and push and pull factor significant affected desire to visit.

**Key Words: Push Factor, Pull Factor, Desire to Visit, and AADC 2**