

ABSTRACT

DESIGN OF BUKIT WARUWANGI AGRO TOURISM PROMOTION MEDIA

Ayyasy Iyadzillah

1601174392

Waruwangi Hill is one of the natural attractions that local people are interested in. The place has a very large area which has been developed into a campsite, restaurant, inn, swimming pool, cafe, and farm. Although there have been quite a number of local visitors, the promotions carried out by the tourism object have not yet reached the target audience. The promotions carried out on their social media have not been powerful enough to attract the desired target audience. In fact, in an era like this there are many things that can be done to support the promotion of tourism objects. The data collection method used in this study is library research, interviews, and distributing questionnaires, and direct observations will be made. Respondents in this study were the general public including those outside Serang City and social media practitioners. Data analysis used SWOT and comparative analysis. The purpose of this research is to increase the visitors of Waruwangi Tourism using social media. The final result that will be created is social media content to attract and increase tourists in Bukit Waruwangi and merchandise as a reminder.

Keywords: promotion strategy, social media, waruwangi.