

ABSTRACT

Putri, Syifa Devi. 1601160264 (2020). "Designing a Media Strategy for Promotion of Bogor Tourism Destinations". Final Project. Visual Communication Design Study Program, Creative Industry Faculty, Telkom University.

ABSTRACT

The purpose of this research is for tourism branding of a tourist destination, namely Devoyage. Devoyage is a family tourist spot in the city of Bogor. Currently, there are many new tourism competitions in the city of Bogor that have become part of the holiday center for the Jakarta community, so that many natural tours, family tours and religious or religious tours have emerged. Therefore, Devoyage tourism appears with a different atmosphere that has nuances like in Europe, its buildings, as well as photo spots, and playgrounds. However, the problem that occurs in Devoyage tourist destinations is the lack of tourist branding to introduce tourists who want to visit such as the lack of promotions that must be frequently disseminated and advertised, tourism logos, tourism taglines, and Devoyage tourist visitor maps. As written in branding theory, the function of tourism or tourism branding, brand activation, kinds of branding. For the problems that occur, Devoyage tourist destinations are a lack of branding in designing tourist destination promotions, but there are still many who don't recognize Devoyage tourism, a new tourist spot that has Instagrammable photo spots. This research was conducted using observation methods, questionnaires to the target audience and conducting a direct survey to the place.

To build Devoyage tourism branding, it requires the right branding strategy and promotion through various social media. For this reason, this research is expected to build Devoyage tourism branding so that it is easily recognized by the target audience as a family vacation tour in the city of Bogor.

Keywords: Tourist Destinations, Branding, Devoyage, Family Tourism, Bogor.