

ABSTRACT

DESIGN OF MEDIA PROMOTION OF KEBUN RAYA CIBINONG TOURIST ATTRACTIVE

Bogor is famous for its flora tourist attractions which have their beauty, one of which is an eco-park in the Cibinong Science Center area located in Cibinong District, Bogor Regency which is known as the Cibinong Botanical Garden. The Cibinong Botanical Garden is a tourist attraction for the Botanical Gardens which covers an area of 34 hectares and has various types of flora collections originating from various regions of Indonesia with the bioregion concept. However, the Cibinong Botanical Garden is still not well known by the public and the available information regarding this place is still minimal, so awareness in the community is still not well developed, so attractive and effective promotional media are needed to attract public interest. In collecting data, the methods used in this research are observation, interviews, and literature study. Then the data is managed by SWOT matrix analysis and analysis of similar projects. The research objective of the issues raised is expected to be able to help Cibinong Botanical Garden managers provide promotional media that are suitable for this tourist spot so that people are interested in visiting this place and helping people become more familiar with this educational tourist spot, both regarding the information available and the facilities. The results of the design will be in the form of promotional media for tourist destinations and a brand identity that suits these tourist attractions

Keyword: botanical garden, brand identity, flora, promotional media