

ABSTRACT

DESIGNING PROMOTION FOR TOURISM OF CIANJUR REGENCY

Cianjur of Regency from district area in West Java, which has a great opportunity in developing tourism potential, not only for the people in Cianjur but also for the people of Indonesia. However the tourism location spreading of Cianjur Regency and not a tourism visual identity and the lack of the media promotion that can be accessed easier, make a lot of people do not know about the tourism in Cianjur Regency. The collection of data make do observation, interview, and study of the library. The approachment of photography, illustrations, typography selected as planning promotion for realize outcome a visual identity and media promotions to answer a problems. The results of the research is a planning visual identity a Cianjur Regency must be logotype and tagline that can be read and easier recall by the target, while application made in easier tourists to disseminate information on tourism in Cianjur Regency for a lot of people. Visual identity and media promotions in the design is expected to help tourism in Cianjur Regency to more easier recognized by the tourists and can attract tourist to visit various tourism in Cianjur Regency.

Keywords: *Promotion, Tourism, Cianjur Regency.*