

ABSTRACT

PROMOTION STRATEGY PLANNING CETHO TEMPLE AS OBJECT CULTURAL TOURISM

Cetho Temple is a sacred place that is believed still have the highest sanctity. It is that made Cetho Temple be known as a sacred place because the buildings which located around Cetho Temple still have strong spirituality. Unfortunately, the cultural tours potention that Cetho Temple has is not be supported by the media. Cetho Temple will be more known with the beautiful scenery and the picturesque, and also, sadly, people who visit has no responsibility of taking care Cetho Temple. Cetho Temple tourism has no media promotion to describe the beauty and all the potention that Cetho Temple has. The writer uses qualitative method to discover the information about sanctity in Cetho Temple. Media promotion is planning on giving cultural tours in Cetho Temple, the media itself is making a video online through social media and print media.

Keywords: Promotion, Cetho Temple, Serenity, Online Video