

Abstract

Tourism is often perceived as a vehicle to increase government revenue, especially foreign exchange earnings, in addition, tourism also contributed to many other fields. Among it, creating and expanding businesses, increase incomes and promote the nation's cultural environment. Indonesia has a lot of one of them is Setu Babakan. Setu Babakan is one of the largest Betawi cultural heritages in Indonesia. Setu Babakan has a lake and a beautiful place, which is very hard to find in DKI Jakarta. Due to lack of information and promotion, make Setu Babakan is less known by tourists. One way to convey and promote Setu Babakan is to make the design strategy of promotion of informative and effective use of media promotions such as website, stickers, video treaser, social media, web banners, magazine ads, newspaper ads, posters, brochures, billboards and merchandise. The aim is to provide information to the target audience.

Keyword: Tourism, Jakarta, Setu Babakan