

ABSTRACT

DESIGNING PROMOTION MEDIA OF SEDUDO WATERFALL AT NGANJUK REGENCY EAST JAVA

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East Java Province is one of the provinces in Indonesia that has a lot of good places of tourism it can compete with another province. Nganjuk regency has a tourist attraction called Sedudo Waterfall. It becomes the signature of vacation in Nganjuk regency. Sedudo Waterfall is located on Mount Wilis at an altitude of approximately 1438 m above sea level. Precisely in the village of Ngliman, District Sawahan, 30 km from downtown Nganjuk. Sedudo visitors in 2016 amounted to 78,570 people, then 2017 has 60,732 people decreasing about 29% (17,838 people). The income of the Sedudo Waterfall in 2016 amounted to 425.9 million, the year 2017 of 366,017,000 decreased by 59,883,000 (16.3%). The decrease was caused by the decreased interest / public interest and simultaneous renovation of Sedudo waterfall which was done to increase the service. The results of renovations undertaken by the local government need to be socialized or promoted to the wider community. In this case, Sedudo Waterfall has minimal promotion. Promotion is done through word of mouth, photos of tourists who have visited there are uploaded and spread through media partners like *explore_nganjuk*. The purpose of this Final Project is to increase the tourism interest of Sedudo tourism in the period of 2019 through promotion, so that PAD also increases. This design uses Observation method, Interview, Library Studies, Questionnaire, Matrix Analysis and Documentation. Event is created as a promotional media and used as a Man Made Attractions on Sedudo attractions. This design has benefit for the Tourism Office of Nganjuk Regency to promote and raise tourism interest.

Keywords : Promotion Media, Event, Nature Vacations, Waterfall, Sedudo