

## **ABSTRACT**

### ***DESIGN PROMOTION OF EDUCATIONAL TOURISM DESTINATION LITTLE FARMERS CISARUA LEMBANG***

*Educational tourism destinations of Little Farmers have never done promotions that can affect to visitors. In the last 10 years, Little Farmers have been decreasing the number of visitors to 40% until reached 700-1000 visitors per week in 1998-2009, whereas in 2009 until now there were only 300-600 visitors per week, along with the appearance of several similar educational tourism destinations, and not yet designed a creative strategy in promoting through visual media that was suitable for the target audience.*

*The methods or approach to the problem encountered during the research process is using promotion theory, advertising theory, media theory, visual communication design theory, copywriting theory, and tourism theory.*

*The purpose of the research is to design a creative strategy and design a visual media strategy that is suitable for the target audience of educational tourism destinations Little Farmers. In order for visual media promotion to be right on target and reach the target audience, which is expected to increase the number of visitors to Little Farmers educational tourist destinations, along with the number of similar tourist destinations that have appeared.*

*Keywords: Promotion, Little Farmers, Educational Tourism Destinations*

