

ABSTRACT
DESIGN OF CISADANE TANGERANG
FESTIVAL PROMOTION

By: RYAN SATRIA SIREGAR
NIM: 1601140005

The purpose of this study was to increase the interest of cultural tourism in the 2019 Cisadane Festival in order to experience an increase in visitors. The period of time for the study is carried out in the period from August to December 2018 so that it can be applied for the Cisadane Festival 2019.

The population of this study includes audiences, the people of Tangerang city in particular, as well as people outside the city of Tangerang in general who go to Tangerang with a range of ages 15 to 35 years. The method used in this study is the observation method, interview method, library study method, Pre-Study Questionnaire. For the method the analyst uses the matrix method on similar projects. The benefit of the design is for the Tangerang City Tourism and Culture Office to advance and improve the image and interest in tourism in Tangerang City.

Keywords: Promotion, Cultural Tourism, Acculturation, Festival, Cisadane