

ABSTRACT

THE DESIGN OF ADVERTISING STRATEGIES

GLAMPING LEGOK KONDANG

The famous glamping legok is a tourist destination on Ciwidey which is currently abandoned by the public as a result of the growing number of glamping tourist destinations. This writing is intended to strengthen the brand and design the proper promotion for the famous glamping legok so that it has a strong identity brand and is able to increase the number of visitors. This analysis uses qualitative research methods to understand the phenomenon of what is being experienced by the research subject.

In an effort to make a proper advertisement, a message is a matter of great importance, in an effort to obtain a message, and then employ deep, audience interview methods on the audience's target and share numbers with visitors on the special glamping legok, seeking for an insight and then being managed into an interesting message. Then in making a good AD, the study uses an AIDA method (Attention, Interest, Action, and Share).

The results of this study are the creation of an AD design and visual work that is persuasive. With this research, the AD that has been designed is able to solve the problems that are being faced by Glamping Legok Kondang Tourism.

Keyword : Tourist Destination, Glamping Legok Kondang