

## ***ABSTRACT***

Afifah, Egha. 2021. Designing a Promotion Strategy to Increase Visitors to the Lamaru Beach Tourism Destination, Balikpapan City. Final Project of Visual Communication Design Study Program. Faculty of Creative Industries Telkom University, Bandung.

Lamaru Beach is a beach under the auspices of private PT. Bukit Surya Indah Permai, This beach is visited especially during holidays, because it is suitable to unwind felt by seeing the beauty and shade of the beach. Not only enjoy the scenery, this beach also has Japanese historical relics, namely Japanese fortifications and ancient Japanese tombs. However, many tourists are less interested because of the lack of promotions conducted by Lamaru Beach. This design aims to determine the right promotional strategy so as to create awareness of tourists. The research method used by the authors in this preparation is qualitative research method by collecting data through observation, interview, questionnaire, and Library study.

**Keyword :** *Promotion, Tourism Destination, Lamaru Beach*