

ABSTRACT

Along with the development of modern technology and information as well as the development of today's media, it has a considerable impact on promotional activities, especially on social media. This is used by various companies, especially travel service companies to compete. Like the case of Adelia Tour and Travel, which optimizes the use of various social media platforms such as Instagram, Twitter and Facebook for their promotional activities. However, the utilization of these media is not maximized. Adelia Tour and Travel does not yet have information media, especially what services are provided and what offers are offered by the company. Based on the results of data collection, it was found that the company needed an informative main promotional media to attract the attention of the target audience in the form of a website. Data collection to fulfill the research was obtained through observation, interviews, questionnaires and literature study with SWOT analysis and comparison matrix analysis. The results of the display design in the form of an informative website are expected that users will easily get information and be able to increase awareness.

Keyword : Website, Promotion media, Adelia Tour and Travel