ABSTRACT

PROMOTION ACTIVITIES OF TOURISM AND CULTURE DEPARTEMENTWEST JAVA PROVINCE THROUGHT ONLINE MEDIA IN ATTRACTING TOURISTS

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This study aimed to find out "how the promotional activities of the Office of Tourism and Culture of the Province of West Java through online media in attracting tourists." So to answer the above problem, the researchers analyzed the promotional activities of the Office of Tourism and Culture of West Java Province through the online medium is the message design, message content and message appeal of Culture and Tourism Department of West Java Province.

This type of research is a qualitative method using descriptive analytical approach. The subjects of this study are members of the implementing Department of Tourism and Culture website of West Java Province which amounts to nine people with an informant that two men in charge of managing the website and memilki depth knowledge of online media. Data collected through observation, interviews, library research and internet searching.

The results, from the design of the message that in the process of delivering the message to determine the material first and then in the way of delivering his message using simple language and common and easy to understand, from the contents of the message information has its own attractiveness so that communicants message exposure affected will understand the message delivered , from attractions message menu display is set up with considering the compatibility or suitability of the element and the element of beauty, and promotional activities to the media one online media

Conclusion to reach audiences far from each other then there should be one of the media online media online media because that's very needed in this campaign.

Advice presented in this study is that the Department of Tourism and Culture of West Java Province which often hold a variety of tourism activities in West Java is better known by local and foreign tourists, and also on the increase again over its promotional activities.