Abstract

SOCIAL CAMPAIGN FOR BUSAN PROMOTION TOURISM PLACE WITH TIMELAPSE

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Busan is a city in South Korea, which has the biggest attraction. It is located in the southern part of the country known for pop culture and also ginseng. Busan also famous about busy port and includes a place with lots of tourist sites. Busan has increased promotion of its attractions to attract tourists who want to come to South Korea, and hopes also tourists who visit South Korea not only go to Seoul. However, there are still some things that make the city of Busan is less informative campaign. That requires optimizing promotional and social campaigns of information city of Busan to be able to convey the information contained in the city of Busan with informative and interesting. Timelapse techniques will be used to create interesting promotions and can create new nuances in the promotion of the city of Busan.

***Keywords**: Busan, South Korea, Promotion, Tourism, Timelapse.*