ABSTRACT

MEDIA PROMOTION STUDY OF JEJU ISLAND TOURISM

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Tourism is one of the fields are derived from natural resources or human resources in a region or country. With the several attempts to improve the lot of wealth in tourism by the government or private companies some of which is raise the promotion section to the region's tourism potential tourists. Jeju Island as one part of a UNESCO Natural Heritage Site and one of the most famous island in South Korea into a high attraction among tourists. Media promotion of good and attractive can support its progress in the field of tourism at Jeju Island.

This report contains about designing media promotion of tourism at Jeju Island. Designing a media campaign more interesting than previously in the form of a media campaign video animation area or a famous tourist location and many travelers flown in Jeju Island. The media campaign supporting the form of media that can be applied as unique souvenirs of Jeju Island itself. In the new visual concepts and more easily understood by domestic and international travelers.

Keywords: *Media, Promotion, Tourism, Jeju Island.*