ABSTRCT

DESIGNING OF PROMOTION MEDIA RANCA UPAS TOURISM

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Ranca Upas tourism Perhutani office managed by the Unit III of West Java and Banten. Perhutani office began managing the tourism sector, especially tourism which is close to the forest to help the economy perhutani that still give priority to timber production as the main income. In order for tourism sector is crowded haunt for tourists and its income increases needed a proper tourism promotion strategy and integrate so many local people and outsiders who know and want to travel to the resorts managed Perhutani office (one of which is Ranca Upas which became the leading tourist for Perhutani office). In making the design of an effective tourism promotion is carried out analytical work to overcome the problems that the research community's perception of nature tourism, especially nature tourism on the coast of Ranca Upas, the selection of the target audience, market segmentation, grouping, and research on the output media campaign that will be used. Achieving these will be concluded to get the right visuals and marketing in accordance with market potential.

Key Word: *Promotion, Tourism*