Abstract

CIPAGANTI TRAVEL ADVERTISING DESIGN

(Case Study: Advertising Cipaganti Travel)

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Cipaganti Travel is a pioneer in the field of services is one business that was established by Andianto Setiabudi in 2002, where its head office is located at Jend. Gatot Subroto Street No. 94, Bandung. The premier department in Cipaganti travel is Bandung-Bogor, Bandung-Jakarta, Bandung-Soekarno Hatta Airport, Bandung-Tasikmalaya and Bandung-Cirebon.

Although Cipaganti travel has been long established but did not covering possibility the migration of Cipaganti customers to other travel because many competitors appears in this business. The number of travel agents which is increased cause a tight competition. In order to survive the Cipaganti travel need to increase customers confidence in order to continue using the services of Cipaganti travel.

Looking at the problem, we need a media campaign to increase customers confidence in order to remain faithful so the loyalty of customers will be remain for the Cipaganti travel.

Keywords: Media Promotion, Cipaganti travel