ABSTRACT

MEDIA DESIGN TOURISM PROMOTION CIBULAN

The development of the tourism industry in Indonesia from time to time always shows the diversity creates a variety of tourism products. Against the backdrop of a very beautiful natural potential, is now rampant popping tourism product that makes the existing natural beauty as one of their main asset in attracting tourists to come.

One example is the attraction Baths Cibulan that combine natural attractions, modern and religion. Baths Cibulan be one of the attractions of the oldest in Kuningan area which combines natural attractions, attractions and modern attractions religious, shared bath Gods rare fish when you are here be interesting and unique for tourists

In this final project is to design a media campaign to explain the attraction Cibulan caused the declining number of visitors attractions Cibulan today that due to start popping up many new tourist attraction located near the attractions Cibulan, as well as the lack of media promotion and information that can represent and inform all unique and facilities available in attraction Cibulan, therefore, made a promotional video as the main medium of this thesis, in this paper described how the arrangement and design, stage of the manufacturing stage of making a promotional video for the attraction Cibulan.

Keywords: Tourism, Cibulan, Video Promotion