DESIGNING PROMOTION MEDIA ECOTOURISM OF CAPE PAPUMA JEMBER

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Abstract

Tourist area of Cape Papuma has not promoted effectively to the public through the media so that there are many tourists who do not know the existence of Cape Papuma. Viewed in terms of physical, natural conditions are still fairly original Cape Papuma and attributes possessed Cape Papuma also vary, in addition to presenting the beauty of ecotourism beach Cape Papuma also has a beautiful range of hills, coupled with the unique diversity malikan stone. Having an exotic blend of nature make excellent tourist attractions in the Jember is ready for sale to the public.

Wanawisata Cape Papuma included in the category of ecotourism, nature tourism is concepts that are relatively still has not been disturbed or contaminated with the aim to study, admire, and enjoy the scenery, vegetation and wildlife, and other forms of cultural manifestation of society there. Wanawisata Cape Papuma Perhutani office managed by the Unit II of East Java. 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. This is done so not only prioritize Perhutani office timber production sector that could lead to deforestation. To help finance perhutani, at least the tourism sector contributed about 30% of revenue, but currently 32 places managed tourism perum perhutani East Java II units contributed only 0.5% of revenue, is still very far to reach a target of 30%. 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 Cape Papuma
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 Cape Papuma, 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 words: ecotourism, nature conservation*