PROMOTION MEDIA PROJECT OF PADUSAN FORESTRY TOURISM
AS ONE OF EAST JAVA’S EXCELLENT NATURE TOURISM

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ABSTRACT

This project is proposed regarding the loss of East Java’s forest area which must be preserved. It is because of its immense role in the water absorption, oxygen production, and preventing the occurrence of landslides. This phenomenon causes PERHUTANI tries to find another alternative to finance forest management without selling forest products, as well to reduce the forest area through ecotourism. Padusan’s Forestry tourism is one of the excellent tourism objects which is different from other tourism object, named the sulphur hot spring.

This project is aimed to provide one of the promotional activities to increase the number of Padusan’s Forestry tourism visitors, to obtain increased revenues and can be used as forest management. While the problems faced here is how to incalculate the unity of image, informing the new vehicle, as well as to improve the image of target segment’s minds through promotional activities.

Early method to do is researching the promotional media which had been done previously in visual terms, content, and effectiveness of the media on the target segment. This includes various sides so that the data collection is divided into several methods; observation, in-depth interview, and literatures. Of the characteristics of the target segment, AIO, and internal factors obtained the concept “Natural Fun” as the reference for designing the Promotion media.

The implementation of this research and design are tourism logo, mascot, website, brochure, billboard, poster, and other promotional medias that support this promotion. Of the global result, it is expected to deliver more values to improve the image, value, and increasing the Padusan’s Forestry tourism visitors.

Keywords: Ecotourism, Padusan Forestry tourism, Hot Spring, PERHUTANI, promotion