LUMAJANG TOURISM PROMOTIONAL MEDIA DESIGN

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ABSTRACT

Tourism is one of important economic sector in an area because it can raise its domestic revenue. Besides, it can make the people in the tourist area wealthier. Lumajang district have 24 tourism destination. So many of it, but most of the people do not know it’s existence.

Effective promotion campaign is very needed to overcome that problem to tell people about tourism destination at Lumajang. Both above the line media to raise awareness and below the line media to tell story deeply are needed to raise and spread the tourist to visit Lumajang.

Keyword : Lumajang, Media, Tourism, Promotion