Perancangan Media Promosi Pariwisata untuk Daya Tarik
Wisata Permandian Muncul Banyubiru Kab. Semarang

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Abstract
Tourism is one of the most profitable sectors to improve economy of a country. Indonesian tourism attract tourists from various countries to visit Indonesia therefore Indonesia tourism contributes the largest foreign exchange. Tourism in Indonesia has opportunity to promote the cultural diversity, culinary and natural tourism in Indonesia. In this moment many stakeholders from tourism use media social to promoted their destination and product. This study did at Pemandian Muncul, Banyubiru, Kabupaten Semarang. Pemandian Muncul has problem with promote so tourist visit doesn’t increased and then author want to make brochure to discuss Pemandian Muncul more than another destination in Kabupaten Semarang. So this paper have purpose to make desaign of brochure to promote Pemandian Muncul for increase tourist visits and increase regional income. The process of data collection and analysis method are descriptive analysis and SWOT. Analysis SWOT help author to know more than about strong, weakness, opportunity, and threat Pemandian Muncul so author can make right planner to increase tourist visit.

Keywords: Tourism, media social, promotion.

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