

## ABSTRACT

Bianca Iskandar (625170079)

### **PERANCANGAN KOMUNIKASI VISUAL PARIWISATA INDONESIA BAGI WISATAWAN LOKAL**

*As a country known for its diversity of natural beauty and cultural beauty, Indonesia has great potential as a tourist destination. For Indonesia, tourism is one of the largest foreign exchange contributors in Indonesia. The high interest of foreign tourists is inversely proportional to local tourists who decrease every year. One of the reasons is that local tourists choose to travel abroad. This research uses mixed-method which is qualitative method consisting of the results of library studies and quantitative methods consisting of questionnaires and interviews. The target audience is the younger generation aged 21-27 years, domiciled in Jakarta and has an economy class SES A - B who considers that domestic travel is not cool and exclusive to them. The result of this research is a creative strategy campaign aimed at realizing the audience that Indonesia has high tourism potential and invites the target to travel in Indonesia by following the recommendations of local residents to get a new experience.*

**Keywords:** *Tourism, Young Generation, Local Tourists, Campaigns, Creative Strategies.*