

ABSTRAK

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Perancangan Media Promosi Villa Aman D'Sini Sentul Bogor

Semakin padatnya kawasan Puncak Bogor Jawa barat membuat pemerintah setempat berinisiatif mengembangkan kawasan lainnya yakni kawasan Sentul kabupaten Bogor dan sudah terealisasikan sejak awal tahun 2019. Perkembangan penginapan dan destinasi wisata yang meningkat membuat kawasan Sentul semakin diminati wisatawan. Akan tetapi, banyaknya penginapan yang masih kurang terjamah dikarenakan minimnya media promosi yang dilakukan khususnya untuk villa aman d'sini yang sebenarnya memiliki potensi dan keunggulan dibanding penginapan lainnya. Oleh karena itu, dibutuhkannya rancangan ulang media promosi terhadap villa aman d'sini dengan menggunakan pendekatan emosional dengan menunjukkan suatu keputusan yang tepat serta keuntungan saat hendak menginap di villa aman d'sini.

Kata kunci: Media Promosi; Sentul; Villa Aman D'sini; Penginapan.

ABSTRACT

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Promotional Media Design of Villa Aman D'Sini Sentul Bogor

The increasingly dense Puncak Bogor area of west Java made the local government took the initiative to develop other areas, namely the Sentul area of Bogor regency and has been realized since the beginning of 2019. The increasing development of lodging and tourist destinations makes the Sentul area more attractive to tourists. However, the number of lodgings that are still less touched due to the lack of promotional media carried out especially for Villa Aman D'sini which actually has potential and advantages over other lodgings. Therefore, the need for a redesign of the promotional media towards villa aman d'sini by using an emotional approach by showing the right decision and the advantages when wanting to stay in a Villa Aman D'sini.

Keyword: *Media Promotion; Sentul; Villa Aman D'sini; Staycation.*