

ABSTRACT

Designing Visual Promotional Media for "Sukardi Butterfly Park"

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Sukardi Butterfly Park is a Butterfly ecotourism destination located in Gintung Village, Kec. Sukardi, Tangerang Regency, Banten. There are various types of butterflies of which there are approximately 16 species and 6 of them have been successfully cultivated in the Sukardi Butterfly park. This ecotourism is also a means of direct education for the community so that people who come can see up close and clearly about the beauty and function of butterflies in the ecosystem. Besides that, there are deficiencies in promoting educational tourism destinations in Indonesia, especially the Sukardi Butterfly Park Ecotourism. Due to the lack of promotional activities carried out by the management of the Sukardi Butterfly Park Ecotourism, this educational tourism destination is less well known to the wider community. Based on visiting data on ecotourism obtained from Mr. Ahmad Yunus as the manager of the Sukardi Butterfly Park, visitors from 2019 to 2021 have experienced a not very significant increase, this is because Sukardi Butterfly Park is not optimal in carrying out promotional activities that can increase brand awareness to society. Even though promotional activities are very important for the Butterfly Park because they function as a medium to help introduce ecotourism, influence consumer perceptions and behavior, and build long-term relationships with consumers so that consumers feel satisfied and become potential buyers to continue buying products or coming to ecotourism that implement a promotional strategy.

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