

ABSTRAK

Dalam beberapa tahun belakangan objek wisata di Sumatra Barat berkembang sangat pesat. Banyak bermunculan wisata baru khususnya di Kabupaten Lima Puluh Kota Payakumbuh. Salah satunya adalah Bumi Sikabu.

Bumi Sikabu menyajikan pemandangan alam terbuka, selain itu ada area berkuda dan ATV untuk wisatawan yang hadir ke Bumi Sikabu. Namun ditemukan kendala pada bagian promosi yaitu belum adanya media promosi yang mengenalkan Bumi Sikabu. Diharapkan dengan perancangan media promosi dalam bentuk audio visual ini Bumi Sikabu dapat lebih dikenal oleh masyarakat luas khususnya Sumatera Barat sehingga dapat meningkatkan citra objek wisata di kalangan pengunjung.

Kata Kunci : Promosi, Bumi Sikabu, Audio Visual

ABSTRACT

In recent years, tourist attractions in West Sumatra have developed very rapidly. Many new tours have sprung up, especially in the Fifty District of Payakumbuh City. One of them is Bumi Sikabu.

Bumi Sikabu offers views of the outdoors, besides that there is an equestrian and ATV area for tourists who come to Bumi Sikabu. However, an obstacle was found in the promotion section, namely the absence of promotional media that introduced Bumi Sikabu. It is hoped that by designing promotional media in the form of audio visuals, Bumi Sikabu can be better known by the wider community, especially West Sumatra so that it can improve the image of a tourist attraction among visitors.

Keywords : Promotion, Bumi Sikabu, Audio Visual.