

ABSTRACT

This thesis is titled FUNCTION OF ADVERTISING IN INCREASING INTEREST TOURIST Cangkuang BY DEPARTMENT OF CULTURE AND TOURISM DISTRICT GARUT "

The purpose of disususnya this thesis was to determine the advertising function increase the interest wisawan temple Cangkuang by the Department of Culture and Tourism Garut regency, and the obstacles experienced by the tourism department increase the interest of tourists in the temple Cangkuang Garut district.

The method used is quantitative descriptive pendekatan. In this method will describe the situation of the field where the research took place. With menggunakan several stages of the study of literature and field research by distributing questionnaires to the respondents, observation, and interview with one respondent. Due to the number of considerable population of 120 people, the technique used is the sample.

From the research conducted found hasil advertising functions performed by the department of Culture and tourism Garut district to increase the interest of tourists temple Cangkuang already running merski there are still obstacles in terms of human resources and the delivery of media is not optimal either the selection or use. In addition there are visitors who feel less comfortable when visiting the temple Cangkuang because of the facilities provided by the government of unfavorable circumstances.

Recommendations researchers needed elections and the addition of creative human resources as well as the optimization of media used and do not forget to keep and care continue existing facilities so that tourists are interested to continue to visit and jointly preserve the temple Cangkuang.