*ABSTRACT*

*STRATEGY PROMOTION ON INCREASING INTEREST IN TOURIST TANJUNG PENDAM BEACH IN DEPARTMENT OF TOURISM AND CREATIVE ECONOMY DISTRICT BELITUNG*

*Countries Indonesia consists of thousands of islands, there are a variety of natural resources and diverse ethnic cultures of the areas where the different cultures of other regions is an important asset for the country if nurtured and developed will provide a great source of foreign exchange earnings for the country. Importance of tourism assets for foreign exchange income, the government tried to improve all aspects of tourism, one of which is to conduct tourism promotion strategy.*

*The purpose of this study to determine campaign strategy department of tourism in increasing tourist interest cape coast buried, and the obstacles experienced by the department of tourism and creative economy Belitung regency.*

*The method used is quantitative descriptive approach. In this method would describe the situation in the field where the research took place, using several stages of the study of literature and field research by distributing questionnaires, interviews, and observations on any of the respondents. considerable population of 100 people.*

*From the research conducted, the result of promotion strategies undertaken by the department of tourism and creative economy district of Belitung to increase the interest of tourists on the beach cape buried, has been running despite their constraints in terms of budget, as well as human resources and the delivery of media is not optimal either. As for travelers who feel less comfortable on the beach cape buried because of the facilities provided less good governance.*

*From this study, the researchers added the need for human resources who have extensive knowledge, creative, and has the potential to good communication. In order to promote the tourist attractions to foreign countries. As well as maintain existing infrastructures facility in cape coast buried, in order to be well maintained so that tourists want to visit the tanjung pendam beach.*