**ABSTRACT**

This study entitled "FUNCTION OF PROMOTIONS INCREASE THE INTEREST BY TOURIST TO THE MANGROVE FOREST AT INDRAMAYU".

The purpose of the formulation of this thesis is to determine the function of mangrove forest tourism promotion in increasing the interest of tourists, and barriers experienced officers mangrove forest tourism in increasing the interest of tourists as well as the efforts undertaken mangrove forest officers to overcome obstacles.

The method used is quantitative descriptive approach. In this method would describe the situation in the field where the research took place. By using several stages of the study of literature and field research by distributing questionnaires to the respondents, observation, and interviews with officers mangrove forest tour and the respondent. Due to the number of population is large enough that 150 people, the technique used is the sample.

From the research conducted found results promotional function performed by officers mangrove forest tourism to increase the interest of tourists is already running although there are still constraints in terms of human resources and the delivery of media that has not been good selection and optimal use. In addition there are visitors who feel less comfortable when visiting the mangrove forest ecotourism because of the amenities and facilities and infrastructure are still unfavorable circumstances.

Recommendations from researchers needed elections and the addition of creative human resources and 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 mangrove forest tour.