

**PROMOTING DERAWAN ISLANDS AS A POTENTIAL DESTINATION FOR  
MARINE TOURISM IN EAST KALIMANTAN**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### PROMOTING DERAWAN ISLANDS AS A POTENTIAL DESTINATION FOR MARINE TOURISM IN EAST KALIMANTAN

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Derawan Islands are located in East Kalimantan. Occupying a large area of Celebes Sea, Derawan Islands consists of 31 islands, of which the most popular to travellers are Sangalaki, Kakaban, Nabucco, Panjang, Maratua and Derawan that offers a lot of marine tourism activity. Derawan Islands offers charming marine tourism attractions such as underwater park. The objectives of this thesis are to find out how much the government supports the development of tourism in Derawan Islands as tourism destination, to identify the strength and weakness in order to find strategies to promote Derawan Islands and to explore the tourism potential in Derawan Islands. The method is qualitative using interviews and observation as research techniques. Source of data was primary and secondary data. The government promotes it through exhibition and held festival and travel agent promote it to the target customer by offering tour packages. The local promotes it by the way they welcome the guest. In order to create a memorable experience for the tourists so the tourists will share it to others and willing to return.

**Keywords:** *Promotion, Tourism Destination, Derawan Islands, Marine Tourism*





## **DEDICATION**

I dedicate this thesis to my beloved mother, Siti Nurlaila.

For the love she gives.

All support and always convince me. For believe in me.

For always pick me up at school before I got my driver's license.

My sister. My Soulmate. My role model.

Mom you are a good listener.

I am sorry we argued a lot.

**I LOVE YOU INFINITY TIMES INFINITY.**



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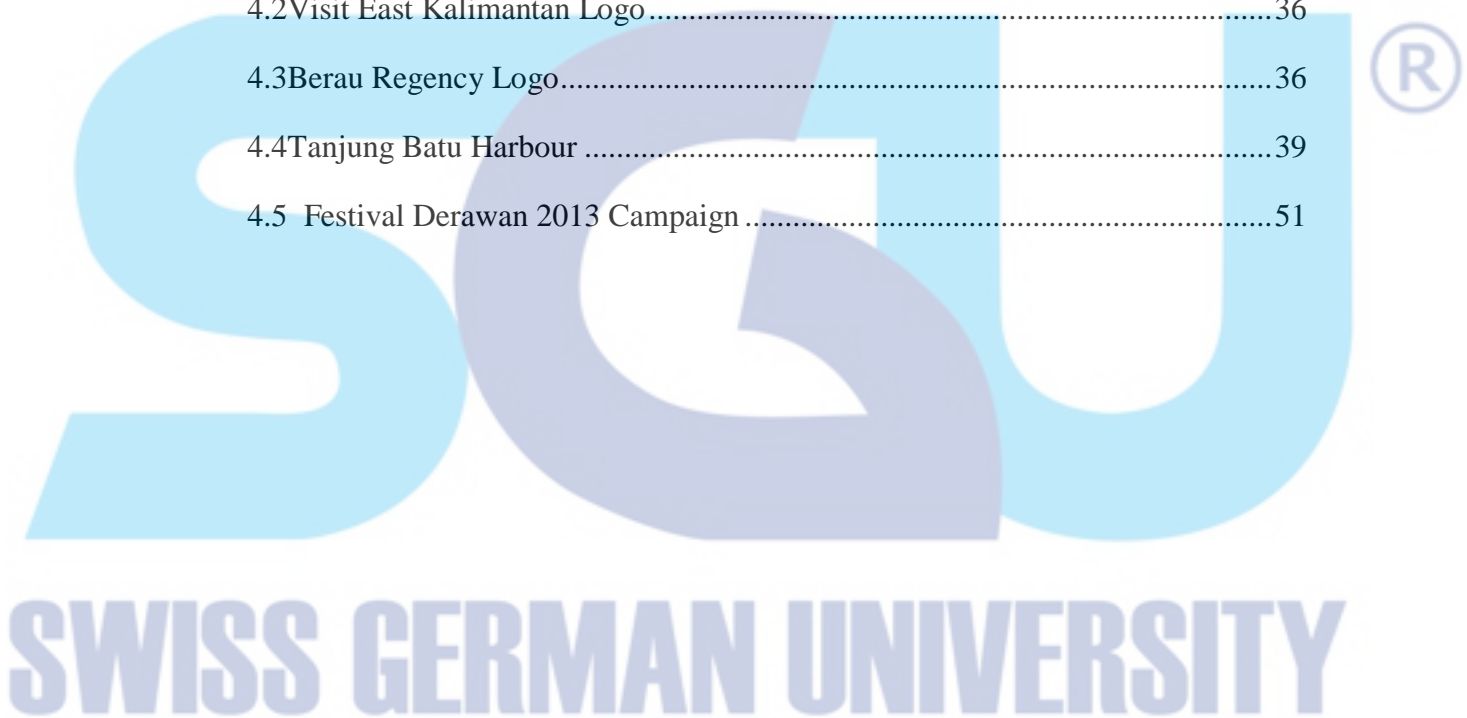
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