

ABSTRACT

Central Java is one of the famous islands in Indonesia because it has much potential in the tourism sector. Because the advertising sometimes only provides information in Indonesian, it may not be able to reach an international audience. There is a need for English-language information to promote the temples in Central Java to reach the international market. The present study attempts to fill the need for English promotional media by creating English comic strip. This research is a Research and Development study adopting the method proposed by Gall and Borg (1983). Feedback from the stakeholders indicates positive responses, meaning that the comic strip is acceptable as promotional media. The aspects of promotion featured in the comic strip, e.g., the view, history, facilities, and access. This comic strip is indicating suitable to be used as a medium for promoting temples in Central Java.

Keywords: Promotion, Temple, Comic Strip