

## **ABSTRACT**

*The title of this research paper is Analysis of Tourism Development Promotion Strategy in West Bandung Regency. The study aims to determine the efficiency of the promotion strategy carried out by West Bandung Regency in an effort to increase tourist visits and the tourism sector. This research was carried out by doing interview and observation at the West Bandung Culture and Tourism Office, and visiting one tourist destination named Stone Garden where it is planned to be developed into a national geopark.*

*The method used is qualitative. Data was obtained from direct interviews with the Deputy Regent of West Bandung Regency, Chief of the West Bandung Culture and Tourism Office, Head of the Promotion Division of West Bandung Regency, Manager of Stone Garden and Travelers, additional other data utilized was the results of several literature studies, as well as independent documentation, and observation .*

*The results of the data obtained qualitatively are then explained by descriptions arranged in detail and systematically. From this research, results can be obtained, there are three main ways of promotion, namely through social media, using print media, electronics and outdoor media, and following the invitations of exhibitions held by other districts / cities. In addition, it is expected that with the increase in tourism and tourism industry in West Bandung Regency, people around tourist destinations can be empowered by entrepreneurship to build a creative economy in West Bandung Regency.. That way it can be said that the West Bandung Regency Culture and Tourism Office conducts all types of promotions that can be done with all the potential that exists.*

*Keywords : Tourism, Strategy, Promotion, West Bandung Regency*