

ABSTRACT

Subang Regency has a very diverse natural tourism potential. Some destinations have not been widely known by tourists. One of them is a colorful camping ground tourism area located in Cipancar Village, Serang District, Subang Regency,

In early 2016 it was founded by Mr. Muslim Musa who bought land to be processed into a villa complex and a piece of land that was made into a camping area, then in 2017 the village government and Perhutani invited Muslim fathers to work together to develop this area. After the construction of facilities, access and land acquisition for Perhutani will become an area. After this effort to develop visitors of this region have not reached the expected target, Lack of information and promotion makes it one of the reasons tourists do not know the existence and facilities owned by colorful camping ground. The author has collected data through literature studies, interviews, questionnaires and observations, the results of data that have been collected, the authors conclude that they will design promotions based on the AISAS method with the main media that will be made in the form of an event supported by supporting media that will attract the audience to visit colorful camping ground

Keywords:

Promotions, warna warni camping ground events