

## ABSTRACT

Farhan, Abi. 2020. Designing Promotion Strategies for Rajamandala Geopark. Thesis. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.

The regional government of West Bandung Regency is developing the status of the Rajamandala Geopark to become the National Geopark in West Bandung Regency. Rajamandala Geopark tourism does not yet have added value or added value that can increase the promotion of Rajamandala Geopark. In addition, until now there have not been many promotions that mention the Rajamandala Geopark itself because the promotion is carried out from each of the attractions in the Rajamandala Geopark area. This design aims to determine the message strategy that can increase the value of the Rajamandala Geopark is also appropriate to the target audience. The research method used by the author in the preparation is qualitative.

**Keyword:** *Promotion, National Geopark, Rajamandala Geopark*