

ABSTRACT

Tourism in the regions is very potential if the government and local communities are able to help each other in its development so that it can raise the economic, cultural and educational aspects in the area. Palutungan Curug Putri Camp Site is the first natural tourist destination in Palutungan Hamlet, Kuningan, West Responsibility and has a unique form of a waterfall that resembles a princess and a mythical story believed by the surrounding community so that the Palutungan Curug Putri Campsite is very potential but unfortunately due to lack promotions carried out by the female waterfall camp have decreased the number of visitors who come to the female waterfall palutungan campsite due to the emergence of competitors in the area. The purpose of the design of the Palutungan Curug Putri Campsite promotion is that the design of the Palutungan Curug Putri Campsite promotion message strategy is right for the target audience, and the visual media strategy for the promotion of the Palutungan Curug Putri Campsite is right for the target audience. The research method uses qualitative research methods, with data collection methods of observation, interviews, literature studies, and literature. The use of the AISAS analysis method as a review of the Palutungan Curug Putri Campground promotion strategy aimed at young people

Keywords: *promotion, nature tourism, curug putri, young people.*