

ABSTRACT

Cisadane Festival is an annual cultural festival which is held at the border of Cisadane River in Tangerang City. Cisadane Festival shows the local's creativity which reflects originality, independency, and local content. This event brings all the diversity together in one place therefore people learn how to respect each other. It also increases their tolerance, integrity, and togetherness. Cisadane Festival historically was held since Peh Cun or dragon boat tradition. The preservation initiative is held back because of the lack of knowledge of their descendants, therefore it is necessary to socialize about their common cultures.

However, the young generation only sees it as a cultural attraction or performance. The main objective of this research is to observe and investigate the phenomenon of Cisadane Festival, conclude and offer a solution for this matter afterwards. The research method which is used for this research is descriptive qualitative. This, the solution is designing an effective and efficient promotion strategy which is AISAS. It is used according to my analysis and current development.

This strategy makes the Cisadane Festival a trending topic and uses the audience target as a promotion media (word of mouth) and website as main media, social media, poster, billboard, merchandise as secondary media with the purpose of bringing the audience target to more complete information media which is Cisadane Festival Website.

Keyword: Tourism, Festival Cisadane, Pehcun, Promotion