

ABSTRACT

Designing Edutourism Promotion Strategy of Kampung Batu Malakasari in Bandung

The Edutourism of Kampung Batu Malakasari has very high potential, besides offering natural edutourism to children, this place is also educated about Sundanese Culture because it has been lost from children's mind. The target audience is 6-12 years old children and the facilities that provided is fit with the children by learning using five senses and merges into nature. Furthermore, the Bandung government is also very aggressively to increase the tourism that Bandung has and makes Bandung as one as tourist destination. Judging from the enormous potential, so it has needed media promotion, so that the other people can know Malakasari Stone Village. By using qualitative research methods through observation, interviews, documentation and cultural studies, so the role played by media promotion will be more effective. The purpose of this research is making this promotion be interested people, so they will come to Kampung Batu Malakasari because this place is offering fun education concept for children. So, the children can play and learn as one of tourism family choice.

Keywords : promotion, edutourism, fun education