

## **ABSTRACT**

Indonesia has a variety of cultures that can become one of the places of tourism, some regions in Indonesia create an event to make a place of tourism to introduce culture in their area. Tourism events are enough to help the government's efforts to introduce the region and other tourist destinations in the area. The government designed the tourism event with the aim of attracting tourists both foreign and domestic tourists visiting the Lebak Regency. The Seba Baduy Cultural Event is organized by the Lebak Regency Government as a means of presenting and visualizing the beauty and uniqueness of the Baduy Tribe which is extraordinary. However, the Seba Baduy Cultural Event is less communicated outside the area so that most visitors are local residents. Therefore, based on the phenomena and problems that exist, it is necessary to design a promotion outside the area so that tourists outside the area can find out and visit the event. The method used in this design is qualitative including observation, literature study, interviews, and observation of visual evidence, as a data analysis technique. The main theories used are Promotion, Advertising, and DKV (Visual Communication Design). The result of the design of this event was a creative strategy with the AISAS method in the form of visual media that attracted the target audience to come to the Seba Baduy Cultural Event.

*Keywords: Promotion, Event, Culture, Seba Baduy.*