

## **ABSTRACT**

With diverse cultures and geographies, West Java has a lot of tourism potential that can be a superior product for the surrounding community. West Bandung Regency is one area with many tourist destinations. According to data from the West Bandung Regency tourism agency, there were 28 registered tourism destinations from 8 districts. With data on tourist arrivals in 2018 totaling 6,634,998 archipelago tourists, and 36,656 foreign tourists. Last year (2019), West Bandung Regency was focusing on promoting 3 destinations including, Situ Ciburuy, Gua Pawon, and Curug Malela. This destination was chosen as a priority destination because, Curug Malela and Gua Pawon have started to be known out of town. But the government of West Bandung Regency is still minimal in conducting promotions, because the promotion is still in the form of print media in the form of posters, pamphlets, brochures distributed at events held in West Bandung Regency until 2020 due to this making the tourism sector less well known by the wider community. with these problems, the author is trying to find the solution so people are interested and visit tourist destinations and increase revenue for the government and the people in West Bandung Regency. Likewise, the analytical method used is a SWOT (Strength, Weakness, Opportunity, Treatht) analysis so that the work that the writer wants to design can reach the audience appropriately so as to make the Community interested and visit the tourism above

Keywords: tourism, promotion.