

ABSTRACT

The pandemic in Indonesia has greatly affected the tourism sector, many natural attractions have experienced a very drastic decline in the number of visitors since the enactment of restrictions. But at this time the growth in the number of viruses has shown a downward trend and a number of restrictions have been imposed. This is a breath of fresh air from the tourism sector.

But even so, the growth in the number of visitors at the Paradise of The Jungle post is not much different from the pandemic period, the number of visitors from PJ post is still outnumbered by some of its competitors as well as Petra post and Pelaruga post which has become the top of mind among other posts.

Thus, this research was conducted to find the right promotional strategy, with the aim of attracting new tourists to come to PJ post and choose PJ post among other posts. Thus, pj post will be the main choice of tourists to visit the attractions of Kolam Abadi.

The method used in analyzing data is a qualitative method with data collection methods using observation methods, interviews, questionnaires and literature studies. The data that has been obtained is analyzed using the SWOT matrix comparison system. Aoi and AISAS analysis methods are also used to analyze consumer behavior and appropriate media strategies.

The purpose of this research itself makes Paradise of The Junglr post experience a significant increase in the number of visitors and also makes Paradise of The Jungle post a post that is known to many people for its services and facilities, by creating an attractive promotional strategy and in accordance with predetermined targets.

Keyword: Promotion strategy, Tourism, Kolam Abadi, Tourist behavior