

ABSTRACT

Leang-Leang Prehistoric Cave Tourism Park is one of the mainstay tourist attractions in Leang-Leang Village, Bantimurung District, Maros Regency, South Sulawesi. This place provides educational tours about archeology and also the surrounding natural scenery which is surrounded by karst mountains that stretch from Maros Regency to Pangkep Regency. The reason behind this design is that the promotion carried out by the Leang-Leang Prehistoric Cave Tourism Park has not been effective in conveying information and creating brand awareness. The purpose of this design is to create an appropriate and persuasive promotional visual so that it can attract the attention of visitors to come to visit. The design method used is data collection and data analysis, which collects data by means of observation, interviews, literature studies, and questionnaires. The data that has been obtained were analyzed using the AISAS, AOI, and SWOT methods. This design is made in the form of promotions that utilize social media as the main promotional media, and other supporting media such as merchandise, posters, and billboards. With the design of promotional media for the Leang-Leang Prehistoric Cave Tourism Park, it is hoped that it can bring in more visitors.

Keywords: *Leang-Leang Prehistoric Cave, Promotion, Maros*