

ABSTRACT

**KAPALO BANDA TARAM NATURAL
TOURISM DESTINATION PROMOTION STRATEGY
IN TARAM VILLAGE, WEST SUMATRA PROVINCE**

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The high interest of the Indonesian people to return to traveling activities during holidays has made many tourist destinations, both natural and artificial, improve the quality of facilities, services, promotions and so on so that potential tourists are increasingly attracted to them. West Sumatra is one of the provinces that has great potential for natural tourist destinations, both in water and land areas. One of the tourist destinations is the Kapalo Banda Nature Tourism. The target number of visitors and tourists who come has not reached the target and the expectations of the manager are the factors behind this research, in addition to the limited media used in promoting this tourist destination, Kapalo Banda Taram Nature Tourism is still not well known to the intended target audience. So that a promotion strategy and selection of the right media are needed so that there is an increase in the number of visitors or tourists who come. This study used the method of observation, interviews, questionnaires, and literature review. Then an analysis was carried out using the SWOT, Matrix, AOI and AISAS methods. After data collection and analysis, answers were obtained to answer how the right strategy and promotion in promoting tourist destinations from Kapalo Banda Taram

Keywords: Nature Tourism, Promotion, Creative Strategy.