

ABSTRACT

Situ Cileunca is a natural tourist destination managed by the Bandung Regency Disbudpar. The interesting thing about Situ Cileunca is the view of the green hills and dense forest and a wide expanse of lake. Activities carried out such as boarding a wooden boat or doing various outbound training. At the end of 2022, the Disbudpar will begin to focus on arranging facilities, one of which is an amphitheater that the community can use to be creative. Based on the questionnaire, out of 104 respondents, there were 57.7% knew about Situ Cileunca, in fact, there were 76.9% of the respondents had never visited Situ Cileunca. Of the various potentials that it has, it turns out that there is no advertisement that fully and specifically promotes Situ Cileunca. Therefore, with this report, it is hoped that the right promotional strategy and visual media for Situ Cileunca can be designed so that the public can find all information about Situ Cileunca. The methods used in the design are observation, questionnaires, interviews, and literature study. The main media in this design is by conducting brand experience in the form of events that can be held once a week, while the supporting media are in the form of social media, outdoor media, print media, and merchandise. With the design of this promotion strategy, it is hoped that Disbudpar can implement it in promoting Situ Cileunca.

Keyword: Promotion, Brand Experience, Event.