

Abstract

Guha Pawon Tourism is one of the natural attractions in the West Bandung Regency. This tour is located in the Gunung Masigit Village, Cipatat District, West Bandung Regency or about 25 km west of Bandung City. This area is in the highlands and this area is a hilly area, so this area has cool air and is surrounded by forests and trees. Based on the phenomenon that is currently happening, every tourist likes to take a vacation and capture the moment when they are somewhere, and these tourists are very happy to share their moments through social media. Based on the background above, Guha Pawon Tourism has many potential tourist objects, one of which is natural scenery, stalagmites and stalactites, as well as education about the history of ancient human discoveries, artifacts and tools. However, it is very unfortunate because the potentials in the area are still not well known by the wider community, Even though the area has good potential, especially in nature tourism and is also located adjacent to the city and close to toll gate access. As well as the absence of promotional efforts made by related parties. In designing this promotion, the writer uses the method of observation, interviews, questionnaires, and literature study. So based on the results of the author's research, Guha Pawon Tourism is a highland area in West Bandung Regency which has a lot of natural potential and good education to be known by tourists. This promotion design will be carried out using creative media with the intended target visual concept.