

ABSTRACT

Stone garden is a tourist attraction with the category of stone site tourism. The Stone Garden itself was established on September 17 2014. It was not a tourist spot, but originally it was a group with the aim of maintaining cultural heritage sites because this area is the remains of ancient relics. This tourist area has a stretch of land, the stretch of land itself has irregular stones. These rocks look beautiful and form a natural garden. These rocks are thought to have formed since the Miocene era around 20-30 million years ago. The author's reason behind this design is the promotional strategy carried out by the Stone Garden tour. Visual communication has not yet formed the scope of the promotional design that is obtained. Like the media conveyed through the @stonegarden.official social media account itself, in terms of delivery of communication, the design of Instagram feeds as a whole lacks delivery and information activities to the target audience and there is a need to add more interesting information. The applied approach for designing involves gathering information through observation and interviews, conducting research in libraries, and distributing questionnaires. This methodology takes the shape of a promotional campaign employing social media as a platform to advertise. Consequently, a variety of materials such as Posters, Banners, Billboards, Brochures, Web Designs, Instagram Feeds, X Banners, and Video Podcasts are generated. The intention behind the creation of these promotional materials for Stone Garden is to potentially draw attention and interest. The accumulated data will be examined through the utilization of the aisas technique, which in turn, has the purpose of enticing visitors. By utilizing the aforementioned array of media, a promotional strategy is devised with the primary goal of enhancing brand recognition.

Keywords: Stone Garden, Promotion Culture