

## **ABSTRACT**

*This study aims to formulate an effective and efficient nature tourism promotion strategy on social media to enhance the image and attractiveness of Situ Cisanti which is already owned in Tarumajaya Tourism Village as a leading natural tourist destination in Bandung Regency. Tarumajaya Tourism Village is one of the tourist villages that offers various natural potentials and local wisdom, such as Situ Cisanti which is the source of the Citarum River, the longest river in West Java. However, the natural tourism of Situ Cisanti is still not widely known and does not yet have a strong and consistent promotion of characteristics as nature tourism. Therefore, this study will analyze promotional strategies that are less effective than using social media, as well as bringing together various elements of marketing communications, especially Visual Communication Design, which is art and communication used for business and industrial needs. This research is expected to contribute to the development of the science of nature tourism promotion and the science of Visual Communication Design.*

*Keywords : Promotion Strategy, Nature Tourism, Social Media*