

ABSTRACT

Sanghyang Kenit tourism is a tourist attraction formed from natural activities in the hydropower area. Sanghyang Kenit means a place of solitude, or meditation and it is also meaningful as a figure who is sacred. The word kenit refers to a type of black sheep/goat with a circular white belt. These two words also create a myth that Sanghyang Kenit is the location of the relics of the gods, or a sacred figure. The author's reason behind this design is that the promotion strategy carried out by the Sanghyang Kenit communication tour visually has not yet formed the scope of the promotional assignments that were obtained. Like the media that is issued through the Instagram account @sang_hyang_kenit itself with the desire to communicate the design of the Instagram feed as a whole, there is a lack of interest that is attractive to the target audience itself. The design method used is data collection and data analysis from data collection by means of observation, interviews, library research, and questionnaires. This design is made in the form of promotions that utilize social media as the main promotional media, and other supporting media such as posters, merchandise, and billboards. With the design of Sanghyang Kenit Tourism promotional media, it is hoped that it can bring in more visitors.

Keywords: Sanghyang Kenit, History, Promotion