

ABSTRACT

Bandung was titled one of the cities with the most visitors, with 7.7 million people. This is supported by the charm of the city of Bandung which is famous for its natural tourism in South Bandung district, Pangalengan. Tepian Langit Girang is one of the tourist destinations in Warnasari village, Pangalengan, Bandung Regency, which applies the concept of outdoor tourism for fun families, and offers a beautiful atmosphere on the edge of the lake and away from the crowds with various complete facilities. The promotion carried out by Tepian Langit Girang still relies on word of mouth, so their awareness is only around Situ Cileunca. This research aims to increase awareness and provide the image of Tepian Langit Girang to a wide audience through thematic design and promotion for the 5th anniversary of Tepian Langit Girang. Qualitative methods were used to compile this research, and were carried out using observation , questionnaire and interviews with the management of Tepian Langit Girang and the target audience. From the results of the research carried out, a thematic and collaborative design was created in the form of a special edition product with Eiger as well as various promotional media to introduce Tepian Langit Girang to the audience

Keywords: *Promotion, Tepian Langit Girang, Thematic design, Tourism*