

ABSTRACT

Bandung has various kinds of tourist attractions that can be visited, such as historical tourist attractions, natural tourist attractions, and others which many tourists have reviewed on social media to share with others. By sharing reviews of tourist attractions on social media, people can more easily identify the tourist attractions they want to visit without fear of feeling disappointed.

One of the places with highlands in Bandung is Lebakmuncang Village, located in Ciwidey District, which has natural tourism potential. Lebakmuncang village has extensive plantations and local farmers grow strawberries which are a symbolic fruit for the cold mountainous areas. Not only planting strawberries, farmers also plant vegetables such as lettuce, watercress, soup leaves, and others. Lebakmuncang Village is famous for its agrotourism which has various kinds of vegetable and fruit plantations.

However, it is very unfortunate that Lebakmuncang Village Strawberry Farm has never carried out a brand activation promotional strategy such as holding existing exhibition events such as the West Java Garden Fest event. West Java Garden Fest is an exhibition forum for MSMEs producing gardens such as tea, coffee and vegetables.

This research can produce a promotional strategy in the form of an exhibition event that is suitable for the tourism potential of Lebakmuncang Village with a target audience of young families who like to spend time on holiday with their family.

Keywords: Tourism, Agroeducation, Lebakmuncang Village, Strawberry.