

## ABSTRACT

*Waduk Jatigede, inaugurated on August 31, 2015, has become a significant new tourist destination in Sumedang Regency. With a reservoir area of 4,983 hectares, it is the second largest reservoir in Indonesia and Southeast Asia, offering beautiful natural scenery and potential as a nature tourism area. This research aims to examine the use of promotional media by the Department of Tourism, Culture, Youth, and Sports of Sumedang Regency in optimizing the destination branding of Waduk Jatigede. The method used is a descriptive qualitative approach through observation, interviews, and documentation. Data analysis is carried out using techniques of data reduction, presentation, and verification, as well as source triangulation for data validity. The results of the study show that promotional strategies involving digital media such as websites and Instagram are effective in increasing brand awareness and attracting tourists. Collaborative efforts with various stakeholders also play a crucial role in the development and promotion of the destination. In conclusion, optimizing promotional media through an integrated and data-driven destination branding strategy can strengthen the image of Waduk Jatigede as a premier tourist destination, although challenges remain in terms of budget and infrastructure. More in-depth and ongoing evaluation is needed to enhance promotional effectiveness and ensure sustainable tourism growth in Sumedang Regency.*

**Keywords:** *Destination branding, Tourist destinations, Promotional media, Jatigede reservoir.*