

ABSTRACT

Kampung Naga, a cultural heritage rich in traditions and local wisdom, is located in Tasikmalaya Regency, West Java. However, despite its great potential as a tourism destination, Kampung Naga has not yet fully utilized effective promotion to increase tourist visits and preserve its culture. This study aims to design a motion graphic as a promotional tool for Kampung Naga. The study uses Qualitative Descriptive Method and the Media Development Life Cycle (MDLC) Model to implement appropriate promotional strategies to introduce Kampung Naga to the target audience and to preserve its cultural heritage. The goal of this study is to develop an effective promotional strategy for Kampung Naga. The MDLC steps, including planning, analysis, design, implementation, and evaluation, are used to design and test a comprehensive promotional strategy. Based on the questionnaires distributed after the creation of the promotional media, the motion graphic received positive responses as a promotional medium for Kampung Naga and its cultural preservation.

Keywords: Kampung Naga, Tasikmalaya, , Motion Graphic, Promotion, culture