

## ***ABSTRACT***

Tarumajaya Village that located in Kertasari sub-district, Bandung, West Java with its diversity and wealth of tourism and historical culture has so much potential to be developed, but the promotional media used by Tarumajaya Village is less vigorous so that the development of promotional media needs to be done both in social media and in print media. This is the reason why this research and design is an interesting topic to be developed.

Using Brand Association as a promotional strategy in the implementation of a special day promotion event applied on National History Day on December 14, 2024 on social media and bus stops specially designed that spread across 5 places. With the implementation of observations carried out by going directly to the field, making the data that has been collected through observations, interviews, questionnaires and literature studies is expected to help in analyzing existing data using the data analysis method of comparative matrix of similar villages, SWOT and AOI data analysis so that in the end it will become a promotional strategy that will help in developing the potentials possessed by Tarumajaya Village to be more developed and also increase the interest of teenagers in Bandung to visit the beauty of tourism and culture in Tarumajaya Village.

**Keywords : Tourism, Tarumajaya Village, Design, Promotion**