

ABSTRACT

In 2023, data from the Ministry of Tourism and Creative Economy (Kemenparekraf) shows that there are 4,674 villages classified as tourist villages in Indonesia. This number represents a 36.7% increase compared to the previous year, which recorded 3,419 tourist villages. This data highlights Indonesia's growth in the tourism sector. Citaman Village is one such tourist village with various tourism potentials. Its geographic features, including hills and forests, offer opportunities for eco-tourism, inspiring a group to establish the Citaman Camping Ground. Unfortunately, awareness of Citaman Village among visitors from outside the area remains low. To address this issue, it is necessary to design an effective and audience-specific communication strategy for promoting the Citaman Camping Ground. This study employed both qualitative and quantitative data collection methods, with analysis techniques including matrix analysis, SWOT, AISAS, and AOI. Theories applied include tourism, advertising, brand activation, destination branding, and visual communication design. The final outcome of this project is a promotional strategy concept centered around organizing event-based activities.

Keywords: tourist village, Citaman village, camping ground, event.