

ABSTRACT

Tourism is a strategic sector in supporting economic development and preserving regional culture. Majalengka Regency, particularly the Panyaweuyan Rice Terraces area, has significant potential as a natural tourism destination, boasting beautiful terraced landscapes and rich local culture. However, the lack of effective digital promotion and a weak visual identity have kept this destination under-recognized and experienced a decline in visitor numbers.

This research aims to design an advertising campaign for the Panyaweuyan Rice Terraces tourist destination, partnering with the GoPro brand as a strategic partner. This promotion is designed to enhance the destination's image and attract tourists through a strong visual approach, an inspiring narrative, and the use of digital media relevant to the target audience's characteristics. A qualitative approach was used, with data collection techniques including observation, interviews, questionnaires, and literature review. Analysis was conducted using SWOT, AOI (Activities, Opinions, Interests), AISAS (Attention, Interest, Search, Action, Share), and a comparison matrix.

The results of this design include the development of a visual identity for the destination, a digital advertising promotion strategy, and content design for various social media platforms. It is hoped that this promotion will increase awareness and appeal of the Panyaweuyan Terraces among tourists, as well as encourage the sustainable growth of the local tourism sector.

Keywords: Advertising Promotion, Tourism, Digital Promotion, Destination Branding, Panyaweuyan Terraces, GoPro.