

ABSTRACT

Tourism destinations of *Cangkuang* temple is a tourist area that is quite complete in Garut. The lack of promotion of the tourism destination of *Cangkuang* temple is one of the factors causing temple tourism destination of *Cangkuang* not very well known by tourists inside and outside the country, and therefore required a strategy and media campaign to provide information about tourism destination of *Cangkuang* Temple. The method used in data collection was by observation, literature, and interview. Data obtained and analyzed through a SWOT analysis as a reference to create a promotional strategy *Cangkuang* temple tourism destination. Promotion strategies that will be used for the promotion of tourism destination of *Cangkuang* temple is to conduct a short-term event for 3 months every weekend at week two and week five. The main promotional media will be used for the promotion of tourism destination of *Cangkuang* temple is a newspaper, while social media, posters, flyers and other events complementary media included in the supporting media. This promotion is expected to help the Department of Tourism Garut in providing information on tourism destination of *Cangkuang* temple.

Keywords: *Temple Cangkuang, Events, Promotion.*