

ABSTRACT

The word “promotion” has many meanings and different explanation. But actually, the promotion it self is to tell, persuade, invite or reminding. The purpose is to get the attention of potential customer or trade intermedisteries with a communication and an unique way for them to do an activity.

Now, the problem is the Penglipuran traditional village which isn't really expost by in Bali itself, and also due to the instability of the volume of domestic and foreign tourists per year. The purpose of this research is to introduce Penglipuran traditional village with a great promotion idea and get target. For the audience segmentation we can use SWOT analysis method for the strength, weakness, opportunities, and threats. For the creative strategy, we can use AISAS is attention to the promotion, intention of the promotion for target audience, looking for promotion, the act based on information known and share information to the others.

This promotion can give information for people in Bali, that there is a historical tourism destination in Bali, Bangli district. So that promotion can make some new information that is beneficial for the people, especially in Bali.

Keywords : Promotion, traditional village, Penglipuran, Bali