

ABSTRACT

Bandung district is a district in West Java province, located in the highlands as well as most of its territory surrounded by mountains and hills with huge natural tourism potential. Many natural tourist attractions in Bandung district progressing very rapidly the number of visitors like Puncak Bintang Moko, Kawah Putih, Curug Tilu, Situ Lembang dan Kawah Rangganis. That makes the traveller interested in exploring the natural beauty in Bandung district. However, from Data and Facts of Tourist Attractions Bandung Regency by Departement of Youth, Sport and Tourism (Dispopar) Bandung regency 2014-2015 there are three places with the lowest traffic levels, namely Situ Cisanti, Curug Cipanji and Batu Kuda. The author will use the method of observation, interviews, and literature review in order to obtain accurate data to be used as a guide in designing this video. Promotional video design of natural tourism in Bandung regency will be packed in informative and communicative with local wisdom as a theme by containing culture, natural beauty and activities that can be done by visitors.

Keyword : tourism, nature, video, promotional, Bandung Regency