

ABSTRACT

West Bandung Regency has a variety of interesting tourism potential, ranging from cultural, culinary tours to nature. One concern now is tourist area Sanghyang, viral in 2015 and then present the ancient Lake visitors began to wane in derastis. Many of the factors underlying the decline in visitors ranging from the absence of an ongoing promotion, the lack of information available to management that has not been the maximum. So it takes a promotional strategy and the right media in promoting tourist destinations. By using qualitative research methods in data collection, i.e. through the study of literature, interviews, observation and analysis methods such as SWOT, and AOI, AISAS. Then found the form of promotion strategy design of viral content and advertising, through a photographic competition activities and other supporting media such as websites, new media and social media. Expected photography event can be a distributor of messages and information that are valued less than the Manager to the target audience, so that tourist areas Sanghyang can return viral.

Keyword : Promotion, Information, Social Media, New Media