

ABSTRACT

According to the Central Bureau of statistics of Bandung city there are 11 recreation areas in Bandung, one of which is the Zoo of Tamansari. Recorded 740,270 tourist origins of archipelago who came to visit the Zoo Tamansari Bandung (Department of culture and tourism of Bandung). By 2015 the Zoo Tamansari Bandung decreasing visitor numbers caused by several issues, one of which is Animal Welfare. Promotional activities were carried out to provide new solutions to the problems that occur at the Zoo. To find the solution of existing problems, qualitative methods are also used in the data collection, namely; observation, interview, questionnaire and the study of the literature. After finding the data, then the data is analyzed using the method of SWOT (strengths, weaknesses, opportunities, and threats) analysis results then happens to discuss strategy in the promotion. In addition it is in defining the creative strategy selected AISAS (flowers, looking for attention, action, and share). After analyzing and determining the strategies found in the promotion message i.e. contains about invitation to the public to care about animals are there in the zoo animals are processed into messages Animal Do Need People Too (ADOPT) and delivered through the media that often is used in the target i.e. digital media.

Keyword : Promotion, Destination, Zoo, Animal Welfare.