

## ***ABSTRACT***

*Promotional media is a communication tool that can make it easier to convey information and has an important role in all fields including tourism. This is shown by the public's interest in visiting a destination based on promotional activities carried out in various media, such as articles, social media, and others. Media promotion is closely related to optimizing the branding of a destination. Therefore, the management of promotional media is related to optimizing the destination branding of the Cikolelet Tourism Village. The local government seeks various aspects of media attention in promoting Cikolelet Tourism Village as a leading tourist destination in Serang Regency. Through this, the promotional media used and managed are related to mass media and digital media. The purpose of this study is to determine the management of destination branding and promotional media used in an effort to optimize the well-formed destination branding of Cikolelet Tourism Village. This study uses a descriptive qualitative research method that describes the phenomena that occur. The results of this study describe the implementation of promotional media management as a tool to support destination branding at the Cikolelet Tourism Village.*

*Keyword: Destination Branding, Promotional Media, Tourism Village*