

ABSTRACT

Indonesia is an archipelago surrounded by seas and consists of several mountains which allows the tourism potential of nature tourism in particular, West Java is one of the plateau region is famous for its natural attractions, among the many attractions that exist in the Java-West, Hamlet Bamboo present add a reference to natural attractions in Bandung, with a typical view of the plateau as well as restaurants serving a variety of food good Indonesian food to foreign countries, Hamlet Bamboo became one tourist attraction visited by many tourists, not less than 1000 people came to the hamlet of bamboo every day , Hamlet Bamboo opened to the public on the first day of January 16, 2014, a very young age but Hamlet Bamboo able to reap a large enough market of 1000 people every day. It what is causing this? certainly no promotion strategies undertaken by Hamlet Bamboo so they can bring 1000 tourists every day. Of the many promotional strategy undertaken, promotion through social media, especially Twitter is considered the most successful, why? because of research results Bamboo 57% of visitors Hamlet Hamlet Hamlet Bamboo know information about Bamboo through social media twitter. This study aims to analyze how Hamlet Bamboo promotion strategies through social media twitter conducted so as to bring tourists to 1000 people every day. This study used a qualitative approach with case study method, whereas the date is done by conducting interviews and observations twitter for 3 months from October to December with structured to 5 people informant related to this research, where 3 is the key informants, and 2 the informant as additional informants.

Keyword: *Analysis of promotional strategies, New Media Twitter, Qualitative Case Study*