

ABSTRACT

THE PROMOTION DESIGN OF NATURAL HERITAGE TOURISM IN WEST BANDUNG REGENCY

The potential of tourism in West Bandung Regency is very huge, especially in nature field because of the history behind itself. The historical relics are still preserved until present. But the public did not know much about the value of historical knowledge in West Bandung regency . In fact , there are many people who do not know because of the lack of information about the historical value in West Bandung regency and misinformation to the major tourist sites. With qualitative methods then find a way to convey information and the value of historical knowledge is through designing a media promotion that provides information about the value of historical knowledge and other activities. The media can be the activation, creation of applications for smartphones, print ads and other supporters .

Keywords: West Bandung Regency, Promotion, Event