

ABSTRACT

Bandung became a tourist destination in Asia rank fourth in the select foreign tourists after Bangkok, Seol, and Mumbai, while the world was ranked 21st. To continue to enhance the potential of tourism in the city of Bandung, the Department of Culture and Tourism to make alternate travel travel creative village. In 2018 the city of Bandung creative aims to have 30 villages spread over 30 districts. The concept of creative village will arise because of the unrest were slowly cornering development of existing settlements in the city. This will cause the township in the city began to disappear because of eviction or other development purposes. Township a cultural center originality of a place, if the township lost the culture in it also will be lost. Tourism development is supposed to improve the economy of the surrounding community. The advantage of tourism is mostly felt by investors or private parties who do not even live in the city of Bandung .. The concept of creative village appears to address social problems that often occur in a village. If not developed then the creative will lose tourist village with a new tourist destination due to intense competition in the world of tourism. Therefore in need of a concept of marketing strategies to be able to inform the potential that exists in the creative village and invites tourists to visit the village of creative so creative village can also compete as a tourist destination. All media were designed based on the elements of the communicative and persuasive that the message conveyed can be attached to the target audience so that it can have an impact with the increasing number of tourists who visit the village of creative and villages creative can survive so that the paradigm of a village can be changed as well as arts and Sundanese culture can be kept in the preserve.

Keywords: Tourism, Village, Creative, Society, Strategy Promotion, Media