

ABSTRACT

The number of tourist attraction should be a selling point for Garut. However Garut until now known only limited by Domba and Dodol. This not only affects the income distribution as one of the areas of tourism mission Garut regency, but also the image itself. The lack of optimization of media campaign by the government of one of the obstacles yet achieve the vision and mission of tourism Garut. Therefore it takes the design of promotional media strategy is effective and efficient and sustainable. The study used data collection methods such as observation, literature study and interviews. The data were then analyzed through a SWOT analysis as well as a matrix of reference in designing promotional strategies. Optimization of the electronic media and social media to create television advertising and creative content in social media are packed sustained through a communication strategy with the approaches AISAS. The strategy is expected to help the Department of Culture and Tourism Garut increase the number of objects in a tourist attraction and also the image of tourism Garut.

Keywords: Promotion, Tourism, Garut