

## **ABSTRACT**

Kulon Progo is one of many regencies in Yogyakarta province, this regency has many natural tourism potential that is not yet known by the wider community. The statistic from DIY Tourism Book 2015 shows that Kulon Progo is the district with the lowest tourist arrivals in the Special Region of Yogyakarta. The activity of tourism promotion design is done as an effort to promote tourism object in Kulon Progo Regency. This design uses qualitative methods with data collection techniques namely; interview, observation, and literature study. The data that has already obtained is then analyzed through observation of target audience and SWOT (Strength, Weakness, Opportunity, and Threat) and then selected the creative strategy of USP and AISAS media (Attention, Interest, Search, Action, Share). After all the process is passed, event "Sekaten Upon The Hills" with theme "Nature blends with culture" is created as an effort to promote tourism object in Kulon progo regency to increase tourist visit to Kulon progo regency.

**Keyword: Promotion, Strategy, Tourism, Event.**