

ABSTRACT

Purwakarta Regency is a strategic area with abundant potential also vary. Until now Purwakarta District has historical evidence that accompanies its territory. Historical evidence that goes into objects of cultural heritage objects. These objects are none other Situ Buleud, Pendopo, and Gedung Kembar. Based on the tourist data in 2015-2016, there has been an increase of the overall visit of existing destinations in Purwakarta will interfere with cultural tourism visits are still less desirable. The design of this promotion is done as a solution of the problem of low visits to objects of cultural heritage objects. This design uses qualitative methods in data completion, with observation, interviews, and literature study. The data were then analyzed through target audience and S.W.O.T (Strength, Weakness, Opportunity, and Threat) to find USP (Unique Selling Proposition) from object of cultural heritage object in Purwakarta Regency. Afterwards, a promotional message was found containing the advantages and differentiating factors as an attraction for the target audience for the cultural heritage objects, namely " Keserasian dari Kebudayaan dan Kemandirian" or "Cultural and Contemporary Harmony" which became the name of the current portrait activity of the festival titled event "Sri Baduga Culture Festival" in Purwakarta.

Keyword: Promotion, Tourism, Culture, Event.