

ABSTRACT

West Bandung Regency is autonomous region, expansion of Bandung Regency which became one of the tourism destination when visiting Bandung and surrounding areas. Tourism object at Curug Tilu Leuwi Opat is a tourism places that have three curug and four leuwi in one of tourism objects. But the number of tourists visiting experience very small amount. This is because the promotion is done less effective. In addition some media information that there are in the tourism objects Curug Tilu Leuwi Opat has not been fullest in its use. So many tourists that confusion in the search for directions. The collection of data using qualitative methods and analysis that aims to know the needs of tourism objects. So that made the promotion of media in the form of the introduction of tourism objects at Curug Tilu Leuwi Opat using social media that is expected to increase the number of the visit.

Keywords: Curug Tilu Leuwi Opat, Media Promotions, Tourist Attractions.