

ABSTRACT

Tourism South Bandung is known tourists as a place of natural destinations, but there are still other potentials such as artificial tourism and tourist attractions that can be another option for travel purposes. One alternative is Wana Wisata Curug Tilu. Wana Wisata Curug Tilu or better known as Situ Lembang managed by Agrowisata Rancabali features natural charm with rearrangement and serve as one of the best photo spots. Location Wana Wisata Curug Tilu or Situ Lembang is not located in Lembang but located in Rancabali Bandung regency. Actually there is also Situ Lembang in Lembang and Curug Tilu Leuwi Opat in Parongpong. Its similar name often confuses tourists and misunderstandings that occur in the community and in internet reviews. From the potential of Wana Wisata Curug Tilu should be a tourist attraction to visit, but otherwise Wana Wisata Curug Tilu is not yet known by the wider community. This is evident from the low number of visitors due to lack of promotion. Therefore, the authors make the Design of Wana Wisata Curug Tilu Promotions in South Bandung with the aim to design a promotional strategy and the right media in accordance with the target audience is through special events programs and other supporting media in order to increase awareness and interest of tourists to visit and build a new positioning as one of the leading tourist, to be maintained and developed. Design methods using qualitative methods and benefits obtained such as adding insight, experience, and provide useful information to the public about the uniqueness Wana Wisata Curug Tilu as an alternative in traveling.

Keywords: Promotion, Tour, Wana Wisata Curug Tilu, South Bandung

