

ABSTRACT

This research entitled “Analysis of Promotion Strategy as part of Tourism Development (Case Study of Tourism Purwakarta Regency)”. The purpose of this research is to discover a descriptive explanation of promotion strategy that is applied in Purwakarta Regency in order to promote their tourism sector. This research has taken place at the five top destinations with the highest number of visitors by 2016, which are; Taman Air Mancur Sribaduga, Waduk Jatiluhur, Taman Surawisesa, Makam Syech Baing Yusuf, and Taman Pancawarna. The method used in the research is qualitative descriptive study.

Researcher collects data from conducting interviews with Head of Department of Tourism, Head of Tourism Promotion and Product Development of Purwakarta Regency, Tourism Operation Manager of Waduk Jatiluhur, Head of Section of Infrastructure and Facilities of Primary School of Education Office of Purwakarta Regency as part of Taman Surawisesa, Head of Sub Division of Religious Education and Culture of Purwakarta Regency as part of Syech Baing Yusuf’s cemetery, Lecturer of Sekolah Tinggi Pariwisata Bandung as Tourism Expertise, and also visitors of the multiple destinations. The research data are also supported by literature review, documentations, and observations.

The data obtained qualitatively then explained in the form of detailed descriptions and systematic. The research study indicate that Purwakarta Regency had applied promotion strategy activities such as target audience identification, determining communication objectives, planning the messages for the audience, choosing the suitable media and the accurate message references, collecting feedbacks, and setting the total amount of promotional budget.

Keywords : *Promotion strategy, Purwakarta Regency, tourism*