

ABSTRAC

Bandung is a city in Indonesia that has an interesting tourist attraction. Whether in the form of natural attractions, huan tours, mountains, even artificial attractions, with berbagai excess and perkisimewaan spread in various cities of Bandung. Bandung City is divided into several areas, each region has the potential as a favorite tourist destination, including the East Bandung area. Bukittunggul become a natural tourist attraction that has the potential to develop. Buittunggul has the potential to become a mainstay tourist attraction in the tourism sector of East Bandung area. However, the promotion is done by the ukittunggul not in accordance with the target audience, still not in the know by the public. To improve the image of Bukittunggul tourist attraction, aka with it this research aims to design the right promotional media to promote Bukittunggul tourist attraction. This design uses qualitative methods with the findings of the right strategy to promote Bukittunggul tourist attraction. to achieve the desired target. The result of this research is promotion design using AISAS media strategy model which function as information media and as tool to describe icon of Bukittunggul tourist object. Media Promotions that are generated from this design is poster, brosure, billboard, souvenir or merchandise, web. It is expected that these media media can promote Bukittunggul attractions effectively and efficiently.