

ABSTRACT

Capolaga nature tourism is one of the natural tourist destinations in Subang Regency located in Ciater area. Data from Subang Pariwisata District Office shows that the natural attractions Capolaga with the lowest tourist visit from other tours located in Ciater area. The activity of tourism promotion design is done as an effort to promote tourism object in Subang Regency. This design uses qualitative methods with data collection techniques are: interviews, observation, and literature study. The data obtained are then analyzed through the observation of the target audience and SWOT (Strength, Weakness, Opportunity, and Threat) using the creative strategy of USP and AISAS media (Attention, Interest, Search, Action, Share). After all the process is done, then create the event "Camping Ceria" with the topic "Segarnya Menjelajah" as an effort to promote tourism object in Subang Regency to increase tourist visit.

Keyword : Promotion, Strategy, Destination, Event.