

ABSTRACT

International tourism is currently experiencing a tendency to shift into environmentally sound tourism, conservation and natural use, and environmentally responsible (ecotourism and agritourism). Gamboeng Tea Garden Agritourism has a strong historical value related to the history of tea plantations in Indonesia, its existence is one of the key to the success of tea production in Indonesia. The Manager, Research Center for Tea and Quinine (PPTK) is the researcher on the development of the largest tea and quinine technology in Southeast Asia. Nevertheless, PPTK Gambung is experiencing problems related to income through agrotourism sector, since the handling through promotion has not been done seriously. This builds on the authors' interest to help solve Gamboeng Agro-tourism issues with Visual Communication Coverage-oriented promotional solutions. The series of promotional design work through qualitative methods and creative strategies based on AISAS, delivered through the main media in the form of events, supported by digital media and equipped with conventional media to adjust the taste of target targets, year-end teenagers domiciled in Bandung, with middle positioned socio-economic status.

Keywords: Design, Promotion, Gamboeng Tea Garden Agritourism.