

## ABSTRACT

*Stone Garden Tourism is one of the natural attractions in West Bandung Regency. This tour is located in Girimulya Village, Gunung Masigit Village, Cipatat District. This area is in the highlands and this area is a hilly area. then this region has cool air. Based on the phenomenon that currently occurs that every tourist likes to vacation and capture the moment when he is in a place, and tourists are very happy to share the moment through social media.*

*So based on the background above, Stone Garden Tourism has a lot of potential tourism objects, one of which is a natural view and the uniqueness of its rocks. But it is unfortunate because the potential that exists in the area is still not known by the wider community, even though the area has good potential especially in natural tourism and also its place adjacent to the City and close to toll gate access. As well as the absence of promotional efforts carried out by related parties.*

*In designing this promotion the author uses methods of observation, interviews, questionnaires, and literature. So based on the results of the study the author of Stone Garden Tourism is a highland area in West Bandung Regency which has a lot of natural potential and good education to be known by tourists. The design of this promotion will be done with creative media with the visual concept of the intended target. The main media of this promotion is a festival event as a means of providing direct experience, and posters as information media.*

*Keyword : Promotion, natural tourism, photography, Stone Garden*