

ABSTRACT

The development of tourism in the city of Bandung is increasingly visible from the many emerging various types of tourism in Bandung. Educational tourism is one of the tours that many people enjoy. Wisata Ilmu Sutera is one of the educational tours in the city of Bandung, but because of the lack of promotion carried out by Silk Sciences Tourism, the destination is not well known to people, resulting in a decrease in the number of visitors. The purpose of this study is to design a promotion for Silk Sciences Tourism in order to attract attention so that visitors can bring visitors to Silk Sciences Tourism.

Keywords: Design, Promotion, Sales, Silk Sciences Tourism.