

ABSTRACT

DESIGNING RANCA UPAS TOURISM DESTINATION PROMOTION CIWIDEY BANDUNG REGENCY

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Ranca Upas Campsite is one of the Wanawisata objects in the Ciwidey area, southern Bandung. Not only nature lovers who use this place to camp or do other natural activities, tourists who are recreation to the Ciwidey area can also visit this Wanawisata object. But until now there are still many people who do not know about the existence and information about Ranca Upas. But with the right design promotion, it is hoped that the promotion can run well for the future. This promotional design is supported by the basis and the right theoretical foundation, and data supported by qualitative research methods in preparation.

Keyword: Promotion, Ranca Upas.