

## **ABSTRACT**

*Kampung Bali Tourism is a cultural tour in Garut Regency. This tour provides an atmosphere as if it were on the island of Bali, complete with replicas of Hindu places of worship, and various sculptural replicas like in Bali. In this tour there is also a museum that has thousands of heirlooms in it. While recreation, visitors can also learn and gain knowledge about Indonesian culture, especially Bali. Kampung Bali also beautiful natural scenery. The lack of a promotion of Kampung Bali tourism is one of the factors causing this tourism to be visited by many people, especially from outside the city of Garut. Therefore we need a media campaign to disseminate information about the existence of Kampung Bali. The method that data collection observation, interview and literature study. The data obtained was then analyzed by the SWOT method, and comparison matrix analysis, for reference in making a promotion strategy in the Kampung Bali area. With this promotion media it is hoped that it will make people aware of the existence of this tour and interested in visiting Kampung Bali.*

**Keyword : Promotion, Kampung Bali, Design**