

ABSTRACT

PROMOTION STRATEGIES DESIGN OF MAJALENGKA DISTRICT'S TOURISM

Majalengka District is a district located in the east of West Java. The area that coincides with the foot of Mount Ciremai has a lot of potential for natural and agricultural tourism. It is noted that Majalengka District has more than 50 scattered attractions.

In order to overcome the problem. The author will design a promotion strategies based on the theories put forward by experts, the theory is a foundation for the author in designing the tourism promotion strategies for Majalengka District.

Next the author will process the data obtained through observation, interviews and literature studies with the SWOT Matrix and AISAS methods.

