

ABSTRACT

Integrated tourism Area Sri Baduga is a tourism area based on social culture in the district of Purwakarta. The lack of effectiveness of the promotion and depends on the word-of-mouth promotion done by tourism Sri Baduga is one of the factors causing the surrounding destination has not been too recognizable by the wider audience. Therefore, it takes a strategy and promotional media to create an easy to receive information about the existence of the destination Sri Baduga tourism and history and service. Methods used in the collection of data such as observation, literature study, and interviews. Data obtained later in the analysis using SWOT analysis as a benchmark to create a promotional strategy that will be used for the promotion strategy of integrated tourism area Sri Baduga become the mainstay destination of Purwakarta Regency which has many Once tourism potentials and as a reliable destination the use of strategy is necessary in order to precisely target such as the use of the AISAS method is done to analyze the development of the current era. The strategy that the authors use to make tourism Sri Baduga as a place of education and history by giving a variety of experiences, from the evidence of authentic relics. In order to solve the problem. The author will design a promotional strategy for the tourism area of Sri Baduga which is based on a variety of reasons and theories from experts and analysis makes the foundation for writers in designing promotion strategies for the integrated tourism area Sri Baduga.

Keyword : Promotion, Strategy, Analysis, Destination, Social, Culture, Education, Potency.