

ABSTRACT

Karst is a specific area that consists of relief surface and hydrographical tissue surface in the underground which is produced by chemical and mechanical-based water circulation that will form cracks along the layer of dissolved rocks, for instance limestone, lime and dolomite, gypsum, and salt. Karstification process resulted from chemical and mechanical-based water dilution can affect stone elements which later form various karst shapes. One of karst tourism places located in Maros is Rammang-Rammang, this natural tourism place is identified as the largest karst in Indonesia. However, this tourism place has not had visual identity and promotion media to promote the information about Rammang-Rammang tourism. The design is conducted by collecting data that are literature review, questionnaire, and interview. After that, it can be implemented in the form of visual identity especially including social media as an online promotion media and the other supported media such as, poster, merchandise, instagram ads, instagram story etc. By designing the promotion media of Rammang-Rammang Karst in Maros, it is hoped to attract both foreign and domestic tourist to visit and support the tourism sector towards Indonesian economy, specifically in Maros Regency.

Keywords: *Media Promotion, Karst, Rammang-Rammang, Maros Districts*