

ABSTRACT

CIWANGUN INDAH CAMP DESTINATION PROMOTION DESIGN

One area in West Java that often visited by tourists for travel and become one of favorite tourist destinations in Bandung. Bandung are known as the flower city, because the city of Bandung is considered to be very beautiful, and still overgrown with trees and flowers. As a tourist attraction Ciwangun Indah Camp, which is an attractive tourist attraction, natural beauty and several rides that are certainly interesting. Starting from the mainland, hills, cliffs, valleys, caves, forest areas, rivers, plantations, waterfalls and much more. Ciwangun Indah Camp has been opened since 2006 until now, the promotion carried out by Ciwangun Indah Camp has only been done through social media, but it's not too intens, just uploading the situation at the place wasn't done routinely. This is the one of the Ciwangun Indah Camp problems. Considering the current phenomena, which is the most popular in social media, it seems that's still under-utilized as a promotional place by Ciwangun Indah Camp. Based on this phenomenon, making Ciwangun Indah Camp not too much visited by tourists visiting Bandung. Therefore, promotion must be done at Ciwangun Indah Camp tourism object, with appropriate and appropriate promotions that can attract tourists.

Keywords: *Promotion, Destination, Nature, Ciwangun Indah Camp*