

ABSTRACT

DESIGNING RANCA UPAS TOURISM DESTINATION PROMOTION AND NEW MEDIA CIWIDEY BANDUNG REGENCY

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Kampung Cai Ranca Upas Village is a tourist attraction located in Ciwidey, Bandung Regency. Based on the data obtained that Kampung Cai Ranca Upas Village is experiencing a slow growth in the number of visitors due to lack of promotion tips, this paper aims to increase the number of visitors by the target of PT. Perhutani as the manager of Kampung Cai Ranca Upas Village through the design of new promotions and media as well as introducing and persuading tourists to visit Kampung Cai Ranca Upas Village. This research method uses a qualitative type, which is a natural approach to social phenomena by describing them continuously until completion. This research resulted in a TVC, digital promotion, and several promotions through print media such as billboards and brochures. With the high competition between tourist attractions, promotion tips in the future must follow the era of promotion today. Promotion plays an important role in maintaining and reviving Kampung Cai Ranca Upas

Keywords: Promotion, New Media, Ranca Upas