

ABSTRACT

The growth of tourism in the city of Bandung based on data provided by the Bandung City Statistics Agency the number of foreign tourists in 2014 amounted to 5,807,564, an increase in 2015 with a total of 6,061,094 and in 2016 decreased by the number of 5,000,625. in the year 2017 has increased by 6,972,758, and has increased in 2018 with 7,328,993 due to the development of the city of Bandung caused by several factors. Thus this will improve the quality of tourism in the city of Bandung. The purpose of this study was to determine the Effectiveness of Youtube Promotion Media for Culture and Tourism Office on the Decision to Visit Bandung in 2020.

This type of research is quantitative and the method of research is descriptive, using the sampling method used is non-probability sampling by distributing questionnaires to 100 respondents.

The results showed that assessed social media promotion respondents were 74.97% in the very high category. The decision value of visiting is 82.71% in the very high category. find out the Effectiveness of Youtube Promotion Media on Culture and Tourism Office on Visiting Decisions is 24% while the remaining 76% is influenced by other factors not examined by the author.

Keywords: *Media Promotion, Visiting Decision*

