

ABSTRACT

The world of tourism certainly cannot develop and advance if it does not have promotion, price, and brand image amid increasingly competitive tourist attractions today. This study does not describe the relationship or influence between variables.

This research is a type of qualitative research using descriptive analysis methods, data collection in this study using interviews, observation, literature studies, and documentation. The author uses informants namely supervisors and managers of The Great Asia Afrika. This research is to find out 1) What is the role of the promotional mix in marketing the objects of The Great Asia Afrika, 2) What is the role of the price mix that exists in The Great Asia Afrika Lembang, 3) What is the role of Merging the Great Asia Afrika Lembang brand image.

The results of this study Great Asia Afrika tourist attractions apply the advertising promotion mix, namely: personal sales, public relations and publications, as well as managers applying the price mix, namely: affordability, the suitability of prices with product quality, the suitability of prices with benefits and prices according to ability or price competitiveness, and manager, apply a combination of brand image, that is, the image of the maker, product image, and user image.

Keywords: *Promotion, Price, Brand Image*