

ABSTRACT

Malela Waterfall is a priority tourism in Bandung Regency. In order that, with the opening of this attraction by Disparbud, it is important to increase visitors for the people of Bandung and outside Bandung with responsive and informative information media. Malela waterfall as one of the tourist attractions prioritized by the Bandung regency government, in fact the potential of the Malela waterfall has yet to be developed and managed optimally. Even though there is a lot of potential that can be developed for other tourism activities in this Malela Waterfall tourist attraction. This study aims to design in information media to enhance the tourist attraction of Curug Malela tourism by promoting it. In this case the Bandung Regency government as a communicator who uses websites and social media to deliver messages in the form of information for the community as communicants. The data collection for this project will use qualitative and quantitative methods which is by doing indepth interview to get more relevant data and to get more informations.