

ABSTRACT

West Java province is a tourism destination with magnificent nature's beauty, one of the destination is Gunung Mas Tea Hills Agritourism that located in Puncak, Bogor. Gunung Mas Tea Hills Agritourism is destination with a potential to be a best destination in Puncak because it's surrounded by the largest tea garden in West Java, yet until now Gunung Mas Tea Hills Agritourism, not yet make a advertising branding strategy and promotion. Purpose of the advertising strategy that going to make is to create a visual identity and increase visitor number in Gunung Mas Tea Hills. Methods that going to use in this research is using qualitative method and collective data methods with observing, interviewing, and literature study. This analytic methods will use AISAS, SWOT, AOI and supporting theory methods. The result of this research is Visual identity recommendation, media plan flow that created based by research qualitative method, collective data method and analytic method. Writer conclude that Gunung Mas Tea Hills Agritourism need a branding advertising strategy, to make a new identity and promotion to increase visitor number also need to make a visual plan, that include analytic methods in it.

Keyword: Branding, Promotion, Agrotourism.