

ABSTRACT

Curug in Sundanese means waterfall. Curug Cibulao is located in the Megamendung area, Puncak, Bogor. The travel time is relatively short when driving from Bogor, making the Curug Cibulao area easy to reach. But few people know. Because the location of this waterfall is not on the side of the road, and there is very little information. Curug Cibulao currently has attractive tourism potential, Curug Cibulao is still in the same scope as Curug Panjang. Currently, the Curug is seeking tourism potential in the natural and cultural sector, especially Curug Panjang in which there is the Curug Cibulao. In connection with this, it is necessary to design in the form of a more effective and innovative promotion to the community, in order to increase awareness which has an impact on increasing the number of tourist visits to natural tourist destinations.

Based on these problems, the author plans to do a design in the form of promotion, for the Cibulao Curug tourist destination in order to solve the existing problems.

Through this promotional activity, it can also be used as a means to promote new tourism potential, or just to remind again about the tourist destinations owned by Bogor Regency, especially the tourism potential in the natural tourism destination sector which can actually be excelled. The advantage of Curug Cibulao itself is that it has a camping ground and a swing in the middle of the waterfall, which makes Curug Cibulao itself unique.

The method used in the design of this promotion is a qualitative research method. Qualitative research is a type of research that produces findings that cannot be obtained using statistical procedures or other means of quantification (measurement).

Keywords: natural beauty, camping ground, swing in the waterfall, cool, comfortable.