

ABSTRACT

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Kampung Cai Ranca Upas is a tourist destination located in Ciwidey, Bandung, West Java. The famous facilities in Kampung Cai Ranca Upas are camping and deer breeding and other facilities that are challenging and no less interesting, such as Water Ball, Shake Stair, Flying Fox, Cargo Net and, others. The extraordinary potential and natural wealth possessed by Kampung Cai Ranca Upas make this tourist destination very suitable for camping, barbecue, and landscape videography activities.

Although Cai Ranca Upas Village has extraordinary potentials, it is possible that Cai Ranca Upas Village has shortcomings in terms of promotion. Weaknesses such as renewal of promotions, especially promotions through thematic events, cause tourists not to have a different experience and not seem optimal when traveling in Cai Ranca Upas Village. With the existence of good, precise, and continuous promotion updates, it is hoped that you will increase your reason to come back to Kampung Cai Ranca Upas in the future. The design of this promotional strategy is based on a proper theoretical basis and with strong data and is also supported by qualitative research methods in its preparation.

Keywords: Event, Promotion, Promotion Renewal, Ranca Upas.