

ABSTRACT

Kuningan Regency is one of the districts in the province of West Java, Indonesia. Kuningan Regency is known for its geographical location right at the foot of Mount Ciremai, based on that Kuningan Regency is also blessed with various tourist destinations, especially nature, one of the leading tourist destinations is waterfall tourism. Curug Landung, Curug Landung is located in the Cigugur sub-district, Kuningan Regency, this tourist attraction opened in 2016 and is managed by Kompempar. "Designing the Landung Waterfall Promotion Strategy in Kuningan Regency" has a problem formulation of how to design an effective promotional strategy to increase awareness of tourist attractions. This study aims to design an effective promotional strategy to increase awareness of Curug Landung tourist destinations.

This study uses qualitative methods obtained from observations, interviews with resource persons, and literature studies from books related to research such as Advertising, Branding, Visual Communication Design, and research journals.

Based on the data analysis conducted, it was concluded that promoting tourist destinations requires a massive and targeted promotional campaign, such as selecting promotional content that suits the tastes and needs of the target audience.

Keyword: waterfall, promotion, awareness, Curug Landung