

ABSTRACT

Wayang Crater is one of the natural tourist destinations located in Bandung Regency, precisely located in Pangalengan District, West Java. Wayang Crater is a tourist spot with the theme of nature and education that has great tourism potential. In addition, Wayang Crater has a geographical location in the highlands, so it has cool air. Wayang Crater has facilities that can be enjoyed, including the crater area as a photo object, a camping site, a nature school shelter and a wading pool. Not only facilities that we can enjoy, tourists will be presented with a natural and still beautiful scenery. But Kawah Wayang is a tourist destination that is still not widely known by tourists who come to Bandung Regency. So in this research, the writer wants to design a promotional strategy for this Wayang Crater, with the hope that the design that the author did became the identity of the Wayang Crater tourist destination and was able to increase the number of tourists who come.

Keywords: Promotion, Wayang Crater, Nature Tourism.