

ABSTRACT

Entertainment is always needed by everyone in the world in order to release the fatigue that has accumulated due to boredom caused by work or other things. Therefore, several companies make theme parks for recreational areas for people who want to unwind. With the existence of a theme park or similar park, it is hoped that it can reduce the stress level experienced by most Indonesian people.

World of Wonders is a theme park located in Tangerang, precisely in the Citra Raya area. Carrying the theme "Wonders of the World" which makes this amusement park has its own characteristics. Starting from miniature historical buildings around the world and rides at the World of Wonders amusement park.

In this design, the author uses qualitative research to design a promotion strategy for the World of Wonders theme park. The media that will be used is Instagram social media to promote the World of Wonders theme park.

Keyword : Promotion, Theme park, Instagram