

ABSTRACT

The city of Lembang has an increase in visitors of about 40% visits with a total number of local visitors of 5,814,070 and 33,860 from abroad. The increase in visitors occurred due to the increasing number of new tourist destinations. Lembang Wonderland is one of the recreational areas in the Lembang area. But Lembang Wonderland is not yet widely known by the public. Based on the data obtained, the number of visits to Lembang Wonderland has decreased from year to year. Starting from 2020-2021, the number of visitors decreased by 12.7%. This is due to the lack of development of a good promotional strategy and the media used for promotion is only through Instagram. So that efforts in promotion are less extensive. This design aims to increase awareness by using qualitative methods that produce data through observations, interviews, questionnaires also assisted by SWOT analysis methods, AOI and AISAS creative strategies in order to inform and introduce Lembang Wonderland directly to the target audience. The result of the design is a promotional strategy with the main media Booth as a result of various data that has been obtained and other supporting media such as billboards, posters, applications, x-banners, social media content as a supporting attraction in an effort to attract the target audience.

Keywords: Booth, Lembang Wonderland, Promotion, Tourist attractions