

ABSTRACT

Kampung Cai Ranca Upas is a tourist destination located in Ciwidey, Bandung, West Java. Cai Ranca Upas village itself offers deer breeding where we can interact with deer, starting from taking pictures, feeding, and stroking the deer. Cai Ranca Upas Village has several rides, such as Archery, Play Ground, Outbound and also several other supporting facilities. Various extraordinary potentials and natural wealth owned by Kampung Cai Ranca Upas make this tourist destination very suitable for camping. Although it has extraordinary natural potential, it does not rule out having shortcomings. Ranca Upas Village itself has a lack in terms of promotion where promotions carried out through social media are still too lacking, causing tourists to lack information about Cai Ranca Upas Village. In conducting this research, the method used in data collection is a qualitative method, namely by conducting interviews, field observations, questionnaires, and literature studies. Then the data that has been obtained will be analyzed using AISAS, SWOT, AOI, and matrix analysis methods. The analyzed data will then be used to design effective creative promotion strategies to increase the level of public awareness of Cai Ranca Upas Village so that the number of visits reaches the expected target.

Keywords: Traveling, Vacation, Awareness, Camping Ground, USP, Bandung District