

## **ABSTRACT**

Currently the tourism sector in Indonesia is growing quite rapidly, especially in West Java Province which in particular has brought many significant changes regarding the concept and purpose of tourism itself. In accordance with Pendit's opinion, Djayawangi (2013) conveyed the contribution made from the tourism sector in West Java in the form of advantages and benefits for the government, tourism actors and the community. In particular, the city of Bandung is one of the targets for tourists to visit and enjoy a vacation in the city of Bandung. With the climate of Bandung City which is not too hot, the fresh and cool air is a characteristic and its own potential to attract tourists. One of them is the natural tourism of Curug Cimahi or Rainbow Waterfall which is located in Cimahi, Bandung City. Currently, Rainbow Waterfall tourism does not yet have a strong strategy in introducing its tourist attractions. In practice, the manager only relies on visitors who come using their respective social media. So there are no official promotional activities from the manager. And that results in a lack of information that aims to invite or attract the attention of visitors to come to the Rainbow Waterfall natural tourism. One of them is the lack of content and information that suits the target audience. In this design, the author aims to help determine promotional strategies that can increase the name of Rainbow Waterfall by using qualitative research methods.

Keywords : Pelangi Waterfall, Cimahi Waterfall, Promotion Strategy, Nature Tourism,