

## **ABSTRACT**

### ***DESIGN OF TELAGA BIRU CICEREM SITE PROMOTION STRATEGY***

*Indonesia is an archipelagic country that has many islands, and is further divided into several provinces. With the division of several provinces, there is also a lot of diversity in tourist destinations. There are many tourist destinations in Indonesia, one of which is a natural tourist destination. Kuningan City is one of the favorite natural attractions because it is located in the mountainous area of Ciremai, one of the natural tourist destinations, which is more precisely located in Kuningan Regency, is Situ Cicerem Telaga Biru. This nature tourism is not well known to many people, only people who are in Kuningan Regency know. One of the efforts to attract the attention of this target audience is by means of promotional activities. The data research method used to carry out this design is by conducting observations, interviews, literature studies, and questionnaires. The strategy carried out for this promotion includes Tourism theory, Marketing theory, Promotion theory, Consumer Behavior theory, Visual Communication Design theory, Media theory, AISAS theory, and SWOT theory. This design is made to expand visitors who are not familiar with Situ Cicerem Telaga Biru and provide information using print and digital media as well as the main media, namely debgab events for the intended target audience. Promotional visual media are made in the form of print media, namely posters, billboards, brochures, merchandise, and digital media, namely Instagram stories, Instagram content, Video Profile, and Twibon. So with the design of this promotion strategy using theory and qualitative methods according to the target audience, it can be a solution to the existing problems.*

*Keywords: Design, Media, Promotion, Situ Cicerem Telaga Biru, Nature Tourism*