

## ABSTRACT

*Pelaruga Waterfall is one of the natural attractions in Langkat. The atmosphere is still very beautiful, the water is clear and the forest area is still jungle add an interesting impression. To see the waterfall, you can go through two paths, namely, the river path and the forest path. Pelaruga Waterfall has been open since 2011. The beginning of this tour was the accidental nature of the nature lover community who visited Galuh village. Pelaruga Tourism has 3 waterfalls with different levels. One of the problems behind this research is that the promotion carried out by Pelaruga Waterfall has not been effective enough in terms of conveying information. So this research aims to design appropriate and persuasive promotional strategies that can increase visitors. The research method used is data collection and data analysis, where the authors collect data by conducting interviews, observations, and literature studies. Furthermore, the data that has been obtained will be analyzed using the SWOT, AOI, and AISAS methods. This design is made in the form of social media promotion as well as other supporting media such as event media as well as several other supporting media.*

**Keyword:** *Destination, Pelaruga Waterfall, Promotion*