

### ***ABSTRACT***

The West Bali National Park which is managed directly by the BKSDA or the Natural Resources Conservation Center and the West Bali National Park has an area of 7.568 ha. Then the West Bali National Park has 2 functions, there is land that is used as land for conservation, research and tourism at the Bali National Park location. West is on Jalan Raya Cekik Gilimanuk, Melaya District, Jembrana Regency and in Sumber kelampok Village, Gerokgak District, Buleleng Regency, Bali Province. Jembrana, Bali, Indonesia covering an area of 77,000 hectares. Manager of the Bali Province Natural Resources Conservation Center work along with Sustainable Groups with permits for the use of natural tourism. TNBB operational hours are every Monday-Sunday at 08.00-18.00 WITA.

And since emergency PPKM has been implemented in Java and Bali. many force the Tourism object to close or temporarily stop operating. And it has a direct impact on the tourism industry on the Island of the Gods, especially for tourism in the West Bali National Park, but during PPKM yesterday the West Bali National Park made improvements to both infrastructure related to tourism activities from facilities and infrastructure that support tourism activities. Several improvements were also made to the rehabilitation and development of protected animals and added to the collection of animals that are bred in the West Bali National Park.

Keyword: tourism destination promotion, promotion strategy, west bali nasional park promotion media

