

ABSTRACT

The promotion of Mount Wilis Mountaineering Ecotourism in Bajulan Village, Nganjuk Regency was carried out since hiking is one of the outdoor activities that's progressively favored by a teenager. This design aims to increase the potential of these visitor attractions. Lack of promotion makes fewer tourists. The collective promotional activities insufficient Mount Wilis Ecotourism from building its Destination Awareness. Therefore, a strategic concept of designing and visualizing advertising communication is required for the promotion of Ecotourism on Mount Wilis in Bajulan Village, Nganjuk Regency. The design process within the shape of information collection methods includes interviews, observations, and documentation; information analysis strategy using SWOT and AIO analysis. The formulation of the problem in this design is how the concept of planning a strategy for the promotion of Mount Wilis Ecotourism promotion in building Destination Awareness and Image Awareness.

Keywords: *Advertising Design, Promotion, Brand Destination, Climbing, Hiking, Wilis Mountain, Event, Media*