

ABSTRACT

Visiting nature tourism briefly is an alternative for urban communities to unwind from work or the hustle and bustle of urban areas. Taman Lembah Dewata is a natural tourist destination located in Lembang, West Bandung Regency. This thematic tour carries the theme of Bali which is equipped with a lake and various photo spots. The existence of this tourist destination is still not well known, both by tourists from Bandung and outside Bandung. In this design, the authors design a promotional strategy and visual media for Taman Lembah Dewata using a qualitative design with data collection (observation, literature study, interviews, questionnaires), SWOT method, AOI analysis, and AISAS method. By making posters in online and offline media, events, and merchandise in the hope of increasing visitor awareness of the existence of Taman Lembah Dewata.

Keywords: Promotion, Tourist Destinations, Taman Lembah Dewata, Promotional Media