

ABSTRACT

Currently, the Indonesian people have passed the pandemic period and are now heading for a transition, this makes people more free to travel so that the phenomenon of revenge tourism has emerged which has made the desire to travel to increase after undergoing isolation during the pandemic. This is an opportunity for Tangkoko Nature Park in attracting visitors, but from the results of observations and interviews conducted, Tangkoko Nature Park did not experience an increase in visitors compared to the pandemic. Therefore, this research was conducted to make the right promotional strategy and can touch the target so that local tourists are interested in coming to Tangkoko Nature Tourism Park by taking advantage of its advantages as a sanctuary for endangered animals such as yaki, tarsier cuscus, maleo, and hornbill. These rare animals and their natural beauty are attractive attractions for tourists. Observation methods, interviews, literature studies and questionnaires are data collection methods used and qualitative methods to analyze data. The data obtained were analyzed using AISAS, AOI, and SWOT analysis to determine the strengths, weaknesses, opportunities, and threats as well as analyzing consumer behavior from the promotional strategies made. The research was conducted with the aim that Tangkoko Nature Park experienced a significant increase in the number of visitors with the right promotional strategy. To introduce this tourism, creative promotional strategy activities are needed by conveying issues about rare animals that are starting to become extinct to the public, while at the same time promoting Tangkoko Nature Park which uses digital media as a medium to promote this tourist spot. With this design, it can help Tangkoko Nature Park in increasing public awareness of this tourist destination.

Keywords: *Media, Promotion Strategy, tangkoko nature park*