

ABSTRACT

The trend of thematic and Instagramable business places is increasingly mushrooming in various cities. This is related to the number of active Instagram users who like to capture moments and upload them on Instagram. One of the instagramable thematic places is Rumah Belanda which is located in West Bandung Regency. However, it is very unfortunate that this tourist spot is still not known by the wider community because there is no emphasis on the main message and visual media on promotion. The methods used in data collection were observation, literature study, interviews and questionnaires, then the data that had been obtained were analyzed using AOI, SWOT, and AISAS. The results of this design are made in the form of promotions with various media posters, billboards, brochures, and the main media is a photo competition event.

Keywords : Instagrammable, Promotion, Rumah Belanda, Thematic Tourism