

ABSTRACT

Sport is one of the activities favored by the community, besides being favored, this sport is also healthy for the needs of the body, let alone being exposed to this pandemic, the body must be fit and awake. Sports are also many types such as: individual sports, sports couples, team sports, extreme sports etc. Discussing about sports, there is one of the sports-based tourist destinations called Zone 73, located in Cibiru, Bandung which stood from 2013. Zone 73 is a sports-based tourist destination that has four sports, namely: ATV, Futsal, Paintball, and also Go Kart. ATV itself is a singkatan of (All Terrain Vehicle), as the name suggests, this vehicle can go on a variety of terrain, be it muddy, snowy, or asphalt roads. Futsal itself is a team-based soccer sport, which is already very popular in Indonesia. Paintball is a team-based sport, which relies on accuracy and also a strategy for collaboration, here players are divided into two teams, with the same number of players (five against five), the main objective is to avoid the opposing team. Go Kart is an extreme sport based on motor sports (motor racing), which relies more on paved tracks, players will be given 7 laps for racing racing each other, The object is to be the fastest and reach the number one podium. Unfortunately with some sports variations offered, for the promotion section in the social media section it's not as desired. Promotional content on Instagram is only repost-based from visitors, still rarely based on design. And the absence of TikTok's social media, even though it can be a great potential for advertising promotion.

Keywords: *sports, tourist, destination, promotion, strategy*