

ABSTRACT

Curug Pelangi is one of the natural waterfall tourist destinations which is located on Jl. Kolonel Matsuuri is managed by Perum Perhutani KPH North Bandung with a unique waterfall with a rainbow radiance from the decorative led light behind the waterfall. In addition, Curug Pelangi has a viewing tower to enjoy the panorama from above. The final report with the title "Promotion Design of Curug Pelangi, West Bandung Regency" aims to inform and convey messages to target audiences about the value and potential of Curug Pelangi because the manager admits that their promotion is limited to posting panoramic photos of Curug Pelangi through social media on the Instagram page @wisatabandungutara and employees of Perum Perhutani KPH North Bandung and did not convey a message about the uniqueness of Curug Pelangi itself. This is due to the lack of human resources to manage the promotional content of Curug Pelangi.

Therefore, the solution offered is to design a promotional strategy. The method used is qualitative in data collection in the form of observations and interviews. This design is aimed at a target audience of students and workers with middle social status in the city of Bandung and its surroundings and Jabodetabek. Creative promotional strategies and social media by the author in accordance with the characteristics of the target audience of the target audience so as to achieve goals in delivering messages of value and information to increase promotion or the number of visitors to Curug Pelangi.

Keywords: *Promotion, Rainbow Waterfall, Cimahi Waterfall.*