

ABSTRACT

HISTORICAL AND CULTURE TOURISM DESIGN PROMOTION IN SUMEDANG REGENCY

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This study is motivated by the tourism industry which has become one of the *prima donnas* in industrial development which is developed in order to further increase the pace of national development. Sumedang Regency has considerable tourism potential. However, it is still not widely known by the wider community because of the lack of a promotional strategy regarding cultural tourism marketing as a source of historical education and intense competition with other tourist objects. This causes a lack of public interest in visiting historical educational cultural tourism. The method used in collecting data is through interviews with consumers, questionnaires, and literature. Then it is analyzed using a comparison matrix such as the SWOT method (Strengths, Weaknesses, Opportunities, Threats) and AISAS. The results of the promotion design are needed to improve marketing on cultural and historical tourism in Sumedang Regency which is sponsored by the Traveloka brand, and promotional media that are appropriate and appropriate for the target audience. This design is focused on historical and cultural educational elements as a reference in media visualization which includes hop on city tour packages, virtual 360 tours, posters, promo videos (Reels/TikTok), historical and cultural tourism maps, and other supporting media. The design concept that was created included a message concept that was communicated, namely making the tagline "Our Culture, Our Treasure" with the meaning of cultural memories as a great legacy. On the basis of a decrease in visits related to the construction of the Cisumdawu Toll road, the authors conducted research in the form of designing promotional media for historical and cultural tourism in Sumedang Regency. The end result of this design is in the form of promotional media in the form of through the line designs.

Keywords: Tourism, Promotion, History, Culture