

ABSTRACT

Tenganan Village is known as a place that still maintains ancient Balinese traditions and culture which are still well preserved today. Quoted from visiting data from the Bali Provincial Tourism Office in 2019 tourist visits reached 45,925 people, compared to Penglipuran Village which had 261,161 visits. From the background described in this study, Tenganan Village has the same potential and selling power as other tourist villages but suffers from a lack of information. the existence of Tenganan village, and the use of media that is less than optimal. Therefore, it is necessary to design a creative strategy to introduce Tenganan Village and choose the right information media in the hope of increasing awareness of Tenganan Village. Data collection uses several methods such as observation, interviews, library studies, questionnaires. Using several analytical methods, namely using the SWOT, AISAS, AOI, 4A methods to produce designs with the main media in the form of a calendar as a reference for best time to go for Tenganan village and several other media to support the main media and provide information and increase awareness of Tenganan Village.

Keywords: Tourism Village, Tenganan Village, Cultural Tourism, Bali, Creative Strategy.