

ABSTRACT

Based on the Infogarut.id (2023) website, Garut is known as Swiss van Java (Switzerland of Java). One of them is in this Antapura De Djati tourist destination is a natural tourism nuanced rice field with the first terracing contour in Garut, supported by its location that has an atmosphere and scenery that is nuanced like Europe. So as to invite the audience to feel the nuances of Europe in the middle of rice fields through workshop activities that carry European-style dining in the middle of rice fields. At the beginning of the opening of Antapura De Djati, it received an extraordinary response from local and foreign tourists. But over time, the number of tourists visiting has decreased significantly. This is supported by a shortage of human resources for the Marketing team that has not maximized its promotional strategy. Therefore, to design a promotional strategy that suits the right target audience and increase the number of visitors to Antapura De Djati tourist destinations requires data collection ranging from interviews, observations, to questionnaires. Where all data that has been collected is analyzed with SWOT, AOI, and AISAS. So that all these analyses can produce the right strategy design to promote better Antapura De Djati tourist destinations.

Keywords: Antapura De Djati, Garut, Promotion, Nature Tourism.