

ABSTRACT:

"Taman Rusa" is a sports and recreational tourism destination that combines urban and open natural concepts. This 12.2-hectare Taman Rusa attraction features a Mini Zoo, a 5 km Jogging Track, a Children's Playground, and an Artificial Stonehenge. Taman Rusa experienced a decline in revenue from 2020 to 2022 due to inadequate promotional development and visual enhancement in its promotions. To enhance revenue and visitor numbers, a promotion strategy is needed to address the issues faced by Taman Rusa in Sekupang, Batam City. The research employs a qualitative method, using SWOT, AOI, and AISAS analytical models. Theoretical frameworks include promotion theory, tourism theory, advertising theory, visual communication theory, and SWOT analysis theory. The culmination of this study is a proposed promotional activity design in the form of a weekend festival held over a span of 3 weeks.

Keywords: *promotion, tourist destination, nature, deer, enjoyable*