

ABSTRACT

The Indonesian society, particularly those residing in urban areas engaged in monotonous daily routines, frequently seeks respite in natural and green environments. Bukit Sibe-bea stands as one of Indonesia's tourism destinations located in North Sumatra. The North Sumatra region currently retains more of its natural greenery compared to areas such as Java. Bukit Sibe-bea emerges as a tourism destination in North Sumatra that aligns with the preferences of Indonesian urban dwellers seeking leisure activities. The natural beauty offered by Bukit Sibe-bea encompasses mountainous landscapes, the winding Kelok Delapan road (which resembles the figure eight), and Lake Toba (Indonesia's largest lake). Additionally, Bukit Sibe-bea boasts a 61-meter-tall statue of Jesus Christ, serving as both an icon and a source of local pride. However, behind these attributes lies the fact that this tourist attraction is still under development and lacks adequate promotion to inform and persuade the public effectively.

Keywords: *Icon of North Sumatra, Lake Toba, Promotion, Sibe-bea Hills, The Highest Jesus Statue.*