

ABSTRACT

The unique culinary offerings in Sumedang Regency hold great potential as an attraction for culinary tourism. However, to date, there has been no specific management for the development of culinary tourism destinations in Sumedang Regency by the government, such as efforts to promote it to the general public. To address this issue, the development of a creative promotion strategy, along with appropriate media and visual strategies, is needed to engage the target audience in promoting culinary tourism Sumedang Regency. The research employs a qualitative method, with data collected through questionnaires, interviews, and literature studies. The design incorporates three analytical methods: matrix, SWOT, and AISAS. The theoretical framework draws from tourism theory, promotion, marketing communication, consumer behavior in DKV (Design Communication), and media studies. The final outcome of this research is a promotional strategy design in the form of an event namely the "Festival Kuliner Sumedang," in collaboration with local brand and UMKM from Sumedang. With the hope of making culinary tourism in Sumedang Regency widely known to the public outside Sumedang Regency.

Keywords: *promotion strategy, sumedang, culinary tourism*