

ABSTRACT

The development of the tourism sector aims to strengthen its contribution to the economy, create jobs and enrich community and regional income. Simeulue Island, with its stunning natural charm, offers an unforgettable experience with white sand beaches, clear sea water and high waves that attract surfers from all over the world. However, tourism progress in Simeulue Regency is hampered by serious challenges. Low awareness of tourism potential and lack of information are the main obstacles. With a population of almost 94,368 people, driving the development of tourist destinations in this region is increasingly complicated. The aim of this research is to develop a promotional strategy that can overcome these obstacles. Through observation, interviews and literature study methods, data was collected and analyzed using a comparison matrix. With the tagline "Carving Memories on a Hidden Paradise Island". The result is a variety of promotional media designs, from brochures to Instagram social media, with the hope of increasing knowledge about the beauty of Simeulue Island and encouraging local economic growth. It is also desired that Simeulue Island become a widely known destination, both locally and internationally, and provide sustainable benefits for the local community.

Keywords: promotion, destination branding, Simeulue Island