

## ABSTRACT

*Poor air quality in Jakarta encourages people to choose nature-based tourism. Bandung is the main destination for these natural tourist destination, such as campsite tourism, which based on Open Data Jabar 2022 experienced increases in visits above 50% from 2019 to 2022. Tepian Langit Girang is a camping tourism located in Pangalengan, Bandung Regency. This tourist spot offers the concept of camping on the edge of the lake with natural scenery that still green and beautiful. Tepian Langit Girang was established in 2019, but stopped operating during the pandemic and reopened in 2023. Tepian Langit Girang does not have strong brand awareness yet, because of the lack of promotion, so there are still few people who know the tourist spot. To explore the existing potention, the authors collected data with the analysis methods used were AOI, SWOT, AISAS, and comparison matrix analysis. The author designs a promotional strategy through brand activation with Pop Mie in the form of a festival event at Tepian Langit Girang.*

**Keywords:** *Brand Activation, Brand Awareness, Destination Branding, Promotion, Tepian Langit Girang.*