

ABSTRACT

Vacation is a long-awaited time when a person can take a break from their daily obligations to relax, spend time with family, or do activities such as traveling. Traveling is very important for humans as a place to release boredom because by traveling humans will feel a new atmosphere to clear their minds. Taman Kopi Guntang has not introduced a newly opened tourist spot to the people around Bandung Regency and promotional media has not been used optimally, digital media or outdoor media. So that many people do not know the existence of Taman Kopi Guntang. Data collection in this design uses qualitative research methods with observation methods, questionnaires, interviews, and literature studies. The analysis method used, namely with AOI, comparison matrix, and SWOT. In designing a promotional strategy for Taman Kopi Guntang in collaboration with the Epson projector brand through brand activation by holding a viewing event with the movie "Keluarga Cemara". This design aims to introduce Taman Kopi Guntang and to increase awareness to be known by the people of Jakarta.

Keywords: Brand Activation, Taman Kopi Guntang, Tourism Destination, Young Family.