

## ABSTRACT

*Bang Jani Garden is an agricultural educational tourist destination in Bangkalan, East Java that is still less well known. This research aims to design a creative promotion strategy to increase brand awareness and tourist visits, especially from generation Z. The research method uses a qualitative approach with data collection techniques through observation, interviews, questionnaires, and literature studies. Data analysis used AOI, AISAS, matrix, and 4A analysis methods.*

*The results of the research propose a main strategy in the form of a “Nature Exploration Festival” in collaboration with Traveloka. This event combines elements of education, entertainment, and direct experience in nature. Promotion is done through various media such as Instagram, YouTube, banners, posters, ambient media, and merchandise, following the AISAS model. The visual design was designed to be consistent with Bang Jani Garden identity, featuring elements of farmers, plants, and colors based on the original logo.*

*This strategy aims to increase awareness, visitation, and brand association of Bang Jani Garden as an attractive agricultural education destination for generation Z, as well as promote tourism in Bangkalan. The research suggests the need for a flexible and adaptive plan for long-term strategy sustainability, with constant monitoring of industry trends and innovations.*

***Keywords: Promotional strategy, brand association, agricultural education tourism, generation Z, Bang Jani Garden***