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The tourism industry in Indonesia is indeed in great demand by foreign and domestic tourists themselves. Tourism villages can sell various attractions as tourist attractions without involving investors. Of the many tourist villages in Indonesia, one of them is Mahmud Traditional Village in Mekarrahayu Village, Magarsih District, South Bandung Regency, West Java. Mahmud Traditional Village is a traditional village that is the main attraction in Mekarrahayu Village. It was built in the 15th century by Eyang Abdul Manaf who is a descendant of the guardian of Cirebon, Syarif Hidayatullah. The main problem of Mahmud Traditional Village is that there is no digital promotion through social media such as Instagram, TikTok or YouTube which results in many people not knowing the existence of Mahmud Traditional Village and its potential. The solution to this problem is to create a YouTube ad to promote Mahmud Traditional Village because by making a video, the target audience or potential visitors will see the destination in outline through the video and this video also aims to educate the general public about Mahmud Traditional Village. To design this, the author uses research methods in the form of observation, interviews and questionnaires to obtain the necessary data and then after the data is obtained it is analyzed using qualitative methods. Qualitative research is descriptive-based research and uses analysis. After carrying out the design of this advertising strategy, the message can be conveyed to the target audience effectively.

Keywords: Advertising, promotion, tourism, tourist village, traditional village, target audience.