

## **ABSTRACT**

*Tourism plays a crucial role in the economic, social, cultural, and environmental development of a region. Lebak Regency, as part of Banten Province, Indonesia, possesses untapped tourism potential. With its natural beauty, rich culture, and stunning beaches, Lebak Regency offers various attractive tourist destinations. However, the lack of effective promotion and information about the region's tourism potential results in limited awareness among the general public about available tourist destinations. This research aims to serve as a foundation for designing promotional media and information for Lebak Regency's tourism. By enhancing promotion both directly and through digital media platforms, it is hoped that the public will become more acquainted with Lebak Regency's tourism potential. These efforts are expected to increase tourist visits and have a positive impact on the local economy, thus reducing poverty levels. Therefore, this research represents an initial step in introducing the tourism and cultural potential of Lebak Regency to a wider audience, while also raising awareness of the importance of preserving and developing the tourism sector in regional development.*

*Keywords : promotion, destination branding, Lebak Regency*