

ABSTARCT

Baros Tourism Village in Bandung Regency is known for its natural and cultural beauty, including the Mega Tutupan Pine Forest as one of the main attractions. After the COVID-19 pandemic, the number of tourist visits has decreased significantly, from 2,000 visitors per month in early 2019 to only 300-500 visitors in 2023. The main factors for this decline were lack of promotion and social media inactivity. To overcome this problem, a brand activation-based promotion strategy was designed by partnering with BBQ Mountain Boys (BMB). BMB is well-known for its outdoor and culinary content that is relevant to the target market of Hutan Pinus Mega Tutupan. This promotion includes creating engaging social media content, relevant visuals for generation Z, and brand activation events that involve hands-on experiences. To support the design of this promotional strategy, a qualitative research method is used by finding data through observation, interviews, and literature studies. The data that has been obtained will then be analyzed using AOI (Activities, Opinions, Interests) to understand the psychographics of the target audience, SWOT analysis to assess strengths, weaknesses, opportunities, and threats, and the comparison matrix method to evaluate various elements of the promotional strategy. In addition, the application of AISAS (Attention, Interest, Search, Action, Share) analysis is used to develop an effective digital promotion strategy, from attracting attention to encouraging sharing experiences by visitors. With this approach, it is expected that Mega Tutupan Pine Forest can increase awareness through brand activation and attract tourists again, thus restoring its popularity as a leading natural tourist destination in Bandung Regency

Keyword: Baros Tourism Village, BBQ Mountain Boys, Brand Activation, , Mega Tutupan Pine Forest, Tourism Promotion.