

Abstract

Kampung Mahmud is one of the famous traditional villages in Bandung Regency. This village is specifically located in Mekar Rahayu Village, RW 04, Margaasih District, southern part of Bandung Regency. Mahmud Village has been sadly lacking of promotion for the introduction of Mekarrahayu Village. The absence of separate social media management in Mahmud Village is one of the evidences. Usually visitors only post mourning activities with captions that are less descriptive and informative. Lack of recognition about who, the history of Mahmud himself. There is no complete information about Mahmud village so visitors get less than optimal information. So it is necessary to design promotions to solve these problems.

Keywords: Mahmud Village, Promotion, Social Media, Tourism