

ABSTRACT

Tourism is considered to have a very important role in Indonesia's development, especially as one of the regional and state revenue sectors. The development of Indonesia's tourism sector shows that Indonesia has great potential. One of the destinations in the city of Bandung that has recreational tourism with a variety of animals that attract attention and a beautiful environment is the Bandung Zoo which is one of the popular tourist attractions that is a favorite to visit. Bandung Zoo is one of the oldest zoos in Indonesia and the island of Java and is a place for family recreation, both from outside the city and locals. Unfortunately, in recent years, the Bandung Zoo has experienced a decline in visitors. Therefore, an effective strategy is needed in promoting the Bandung Zoo to attract visitors. One of them is by attracting the brand of one of Indonesia's favorite drinks, Sosro Bottle Tea. The purpose of this research is to obtain the right creative strategy for the Bandung Zoo and the design of visual media for the Bandung Zoo so that it can be a solution to the problems that occur.

This study uses a qualitative method using observation, interview, literature study, and questionnaire methods to collect data. This study discusses the design of the Bandung Zoo brand attribute as a creative strategy for promotion through media design based on SWOT analysis and AOI analysis from the target audience that can increase visits to the Bandung Zoo and communicated in a soft selling manner and right on target to the target audience that is interesting and informative, so that they are interested in visiting the Bandung Zoo again. Teh Botol Sosro is one of the most popular tea brands in Indonesia. Teh Botol Sosro has products that are easy to consume and also buy. This drink also has a personal identity that is close to nature. With a more affordable price compared to similar products, has a strong aroma and taste, Teh Botol Sosro is still the choice of families and children, so the author hooks this brand as one of the strategies to increase tourist visits to the Bandung Zoo

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