

ABSTRACT

Wayang Orang Sriwedari is a performing art from Surakarta City. However, the lack of promotion has resulted in limited public knowledge of this culture. Efforts to overcome this challenge include developing an advertising campaign in collaboration with major brands for promotion. Using primary data analysis methods (questionnaires) with 122 respondents and secondary data (literature studies). The selection of media types is the basis for the visual strategy, with ATL media to reach a wider audience and BTL media to build direct interaction. The implementation of the promotional strategy refers to the AISAS (Attention, Interest, Search, Action, Share) approach with media grouped at each stage. Attention stage (posters, pennants, street furniture, YouTube Ads, and billboards). Interest stage (Instagram posts and stories, transit advertising, TikTok, leaflets and posters). Search stage (Instagram Reels, Spotify Ads, websites, Google Ads, flyers, brochures, wobblers, floor stickers, and Twitter Ads). Action stage (events and x-banners). Share stage (merchandise and Instagram filters). The media implementation was carried out in a phased and targeted manner to create an effective communication flow. The structured design results demonstrated that the visual communication strategy was able to raise awareness and expand audience reach, thereby helping to increase tourist visits to the Wayang Orang Sriwedari and supporting the preservation of local culture.

Keywords: *Campaign, Promotion, Cultural Tourism Destination, Visual Communication Design, AISAS, ATL and BTL Media, Tokopedia.*