

ABSTRACT

Sindangkasih Tourism Village in Garut Regency holds great potential as a leading destination, with main attractions such as thrilling river tubing, authentic local cultural preservation, and high-quality MSME products. However, limited digital promotion remains a barrier to expanding audience reach and attracting new visitors. This study aims to design an effective digital promotion strategy to enhance the village's popularity. Using a qualitative method, data were collected through interviews, field observations, questionnaires, and literature studies. The findings reveal that social media, particularly Instagram, plays a significant role, yet its management has not been optimal and lacks consistency. The proposed strategies include human resource training, scheduled creative content production, collaboration with influencers, and improvement of modern digital promotion facilities. Implementing these strategies is expected to increase tourist visits, strengthen cultural preservation, and make a tangible contribution to the local economy sustainably, while also building a positive image of Sindangkasih Tourism Village both nationally and, further, at the international level.

Keyword : Tourism Village, Digital Promotion, Advertising Campaign, DANA Application, Visual Communication