

## **ABSTRACT**

This design aims to promote Rancabuaya as a new tourism destinations in West Java, where this was taken from the problems that owned by Rancabuaya where the lack of information about the potential that is owned by Rancabuaya so that the lack of visitors who come cause rancabuaya become desolate tourists. For specific target Rancabuaya namely teenagers to adults who have no interest in something new especially nature and hobby activity outside such as photos and camped in practical terms Rancabuaya is a region near especially from the city of Bandung besides also Rancabuaya region is flexible because there is a region that is divided into two in it namely rancabuaya rancabuaya top and bottom both share the same potential and strengths of each. The first Rancabuaya above, is a seat that has the character of the high place and the scenery above the sea. While Rancabuaya under which have characteristics of low place with the background of the sea sandy soils and berkarang. The methodology used ddalam this research is a qualitative method . Therefore through a design of creative strategy in berpromosi is expected to boost the potential of Rancabuaya so that can be known by the target group. In order for message that will delivered Rancabuaya are reinforced to target audience with good then have been envisioning design this promotion.

Key Words: Design Promotion, Potential, Near, Strategies, Qualitative, Media