

ABSTRACT
DESIGN PROMOTION OF TOURISM DESTINATION
GRACE ROSE FARM BANDUNG

Grace Rose Farm is a new tourist destination since April 1, 2017. Starting from plantations and places for cutting flowers to the public and becoming an agro-tourism destination in Bandung. Not only ordinary tourism but Grace Rose Farm is a contemporary agro-tourism destination. The atmosphere of Grace Rose Farm makes visitors feel relaxed and feel the moment of vacation from the activities of the city that is indeed lifted at the foot of Mount Burangrang. So unique is that Grace Rose Farm is the largest plantation in Bandung, covering an area of 5 hectares. A variety of beautiful flowers lay on the plantation land that spoil the eyes. This atmosphere can build a mood at Grace Rose Farm State and there is no time to capture moments together, family or friends. But unfortunately, the low awareness of Grace Rose Farm caused Grace Rose Farm to have visitors who had not yet reached the target. Promotional efforts carried out have not been successful, because the target number of visitors has still not been reached. Therefore, to increase the number of visitors, it is necessary to design promotional goals for Grace Rose Farm Bandung. Promotional efforts carried out have not been successful, because the target number of visitors has not been reached. Therefore, to increase the number of visitors it is necessary to design promotional for Grace Rose Farm Bandung.

Keywords: Designing, Promotion, Awareness, Increasing Visitors, Grace Rose Farm.