

## **ABSTRACT**

Numerous tourist destinations makes travelling activity currently popular. Thus, every destination must have their own way to attract their prospective tourists, and sometimes other potential destination will get lost over the competition because of it. This also affects West Bandung Regency, who have more destination than Bandung City, but the number of its visitor is smaller. The lack of intense promotion is one of its cause. The data collection method used are theoretical literature study over relevant design theories, observing tourist attractions, interview, and questionnaire. Then the data is analyzed with a comparison matrix. The result is a website and social media that contain a collection of tourism destination around West Bandung Regency as a form of promotional media. The expected benefit of this final project is to help Disbudpar (Department of Culture and Tourism) promoting West Bandung Regency, so it will be known by others and to raise their visitor number evenly to every other tourism destination around West Bandung Regency.

**Keywords:** *Promotional Media, Website, Social Media, Tourism, West Bandung Regency*