

## **ABSTRACT**

Vacation is one of the moments awaited by family to rest. The quality of family gatherings during the holidays must be utilized, busy of parent and children, making the quality of family gatherings reduced. To overcome this, visiting tourist destination can be the solution.

There are many choices of destination with a variety of unique things, one of the attractions that offers a unique place to stay in tea field is Rancabali Tea Valley. Not only offering lodging, there also other destination that can be visited such as Rengganis Crater, Lake Situ Patenggang, and Curug Tilu. However, from unique things offered, there are some weakness that owned by Rancabali Tea Valley in branding and promotion. This is due to the identities and promotional media same with his parent company Agro Wisata N8, thereby reducing visitors due to lack of information and existing promotional efforts. This final project, used qualitative research methods by data collection, observation, interview and literature studies. The data that has been collected will be made a matrix analysis, and then will be made a creative strategy based on existing data. Make advertising strategies in an effort to increase brand awareness of Rancabali Tea Valley and visitors.

**Keywords:** Rancabali Tea Valley, advertising strategies, tourist destinations