

Abstract

Taman kopi guntang is a new tourist destination located within the Mount Puntang natural tourist area. Visitors can enjoy the cool air because the tourist spot is surrounded by lots of plants and trees. Visitors can also enjoy the beautiful views of Mount Puntang. Taman kopi guntang is located in Campaka Mulya Village, Cimaung District, Bandung Regency. Taman kopi guntang is managed directly by the Bandung City Forestry Company. Taman kopi guntang is a one stop destination and has a coffee shop, villa, glamping and camping ground which is one of the main destinations for visitors. If you look at the problem of the Taman kopi guntang, there is still a lack of awareness that has not been formed. The designer used qualitative research methods and carried out observation techniques, questionnaires, interviews with the management of Taman kopi guntang and the target audience. It is hoped that by designing creative media such as photobooths, tourists can get free vouchers for a staycation with their family by taking the most exciting photos using a photobooth and uploading them to social media then tagging @tamankopiguntang and @fujifilm, this promotional media can be used and is useful for the management of Taman kopi guntang in its development and in the future . Taman kopi guntang Tourism is for men and women aged 28 – 35 years who enjoy outdoor activities, are interested in natural beauty, can increase togetherness with family, enjoy chatting with family, have comfortable trips with family and immortalize moments with family.

Keywords: Brand awareness, tourist destinations, promotions, Guntang coffee park