

ABSTRACT

Keraton Kasepuhan Cirebon is one of the cultural heritages that has high historical value, but still faces challenges in conveying information attractively to the younger generation. The lack of attractive visual content and effective digital promotion strategies has led to low public engagement, especially on social media. Therefore, the author designed various graphic design contents as part of a digital marketing strategy to strengthen the image of Keraton Kasepuhan as a cultural tourism destination. The internship process was conducted at the Center of Excellence Smart Tourism & Hospitality with a focus on creating digital posters, infographics, Instagram content, and developing a more structured design work system. Tools used in this process include Adobe Illustrator, Canva, and Google Drive, and supported by hardware such as laptops and smartphones. The final results show that the application of visual content with a consistent cultural identity is able to increase interaction on social media and strengthen the visual appeal of Keraton Kasepuhan. Through a communicative and modern visual strategy, the promotion of local culture can be delivered more effectively to the wider community, especially the younger generation who are active in the digital world.

Keywords: graphic design, digital marketing, Keraton Kasepuhan, cultural promotion, social media, visual strategy