

ABSTRACT

Bowling is still seen as an exclusive sport in Bandung, especially among younger audiences. Siliwangi Bowling Center the only nationally standardized bowling venue in the city, faces the challenge of shifting this perception while expanding its reach. Meanwhile, public enthusiasm for physical activity and social interaction is rising, supported by numerous public sports facilities, including 77 locations in Regol District in 2023. This potential remains largely untapped by Siliwangi Bowling Center. This final project proposes a promotional strategy to make bowling more accessible to Gen Z in Bandung. With literature review, observation, interviews, and surveys, project identifies the audience needs and interests. The outcome is a roadshow concept titled “The Yes!-perience Tour 2025”, a modular bowling arena that travels to schools, campuses, and public spaces. For one week, the roadshow fulfill with a professional yet inclusive and fun bowling experience. This strategy aims to challenge the sport exclusive image and build a stronger emotional connection between bowling and Bandung’s youth.

Keywords: *Promotion, Awareness, Exclusivity, Roadshow, Generation Z.*