

# **PROMOTION STRATEGY IN INCREASING THE NUMBER OF TOURIST VISITS THROUGH SOCIAL MEDIA IN NORTH RUPAT COAST**

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## **Abstract**

This qualitative study delves into formulating a robust promotional strategy aimed at amplifying tourist visits to North Rupal Beach. Employing a qualitative descriptive assessment, the research unravels various aspects and nuances of promotional strategies, encapsulating these findings into descriptive sentences. The results underscore the pivotal role of diverse media, encompassing social platforms and print media, harnessing visitor-contributed visual content to showcase the scenic beauty of North Rupal Beach. Direct engagement tactics involving local events such as beach parties emerge as informative channels highlighting the destination's facilities. Additionally, offering discounted holiday packages aims not only to pique tourist interest but also to stimulate positive economic impacts within the local community. Collaborative efforts with regional authorities and associated institutions stand out as crucial pillars supporting promotional campaigns, facility enhancement, and overall tourism development. These strategies, coupled with intensive media promotions, have significantly bolstered tourist arrivals, with objectives extending beyond visitor numbers to encompass economic growth, community welfare, and environmental preservation. Despite existing facility limitations, visitors express satisfaction, acknowledging the normalcy of disparities between social media depictions and actual on-site conditions. Their constructive suggestions focus on refining promotional tactics, upgrading facilities, and aligning content with on-ground realities.

**Keyword:** *Promotion strategy, tourist visits, social media*