ABSTRACT

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NATURE TOURISM PROMOTION STRATEGY FOR* BISEANG LABBORO *RESORT PATTUNUANG IN* BANTIMURUNG BULUSARAUNG *NATIONAL PARK

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This study employs a qualitative method with a descriptive approach. Primary data sources are obtained from parties directly related to the study object, including Bantimurung Bulusaraung *National Park staff, eco-tourism representatives, and tourists. Secondary data is gathered indirectly through online media, including articles, journals, books, documents, and other scientific literature, to provide additional information on the study subject.*

Data collection techniques involve field observations, interviews, and documentation. Data analysis includes data reduction, data presentation, and conclusion drawing. The results indicate that the social media promotion strategy conducted by Bantimurung Bulusaraung *National Park for Biseang Labboro Nature Tourism, Simbang District, Maros Regency, South Sulawesi Province, has not been fully optimized. Limited resources and insufficient coordination among relevant parties have hindered the implementation of an effective promotional strategy.*

The AISAS (Attention, Interest, Search, Action, and Share) model was adopted in this study to approach the target audience more effectively. AISAS supports understanding how audience attention and interest can be captured, followed by searching, taking action, and eventually sharing experiences. The promotion strategy proposed by the author aims to increase public and tourist awareness of this tourist destination.

Keywords: *Promotion Strategy, Promotion, AISAS, Nature Tourism.*

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