**ABSTRACT**

**This research’s title is “ Promotion Tourism Ambassador Kaka Teteh For Increasing an image of District Pandeglang by Dinas Pariwisata Pemuda Dan Olahraga”.**

**The purpose of holding this research is to know the process of the promotion of Tourism Ambassadors Kaka Teteh in improving the image of Pandeglang by Tourism, youth and sports. As well as to know the obstacles in the promotion of Tourism Ambassadors Kaka Teteh and what is being done to overcome these obstacles.**

**The method used is descriptive method with the techniques of data collection: the study of librarianship, observation, interviews, and the spread of the now 100 respondents using the cluster.**

**Based on the research results obtained results that Kaka Teteh Pandeglang acknowledged his presence by the community. For tourism promotion activities conducted by the Dinas Pariwisata Pemuda Dan Olahraga there is still a shortage of employees as well as good due to the costs incurred for promotional activities of tourism.**

**Preferably Duta Wisata Kaka Teteh Pandeglang depends not only on any tourism promotion activities held by the Disparpora, but held its own social-themed activitiiesas well entertainment to the pubic, so that the existence of Duta Wisata Kaka Teteh Pandeglang depends not said just the sheer be better able to work together and establish communication with other SKPD, so there happen to overlap promotional activities conducted between SKPD.**