**ABSTRAK**

**Skripsiiniberjudul “FUNGSI PROMOSI DALAM MENINGKATKAN MINAT WISATAWAN KOTA BANDUNG”.**

**TujuandaridisusunnyaskripsiiniadalahuntukmengetahuifungsipromosiKota Bandung dalammeningkatkanminatwisatawan, danhambatan-hambatan yang dialamipetugaswisata Kota Bandung dalammeningkatkanminatwisatawansertausaha-usaha yang dilakukanpetugasuntukmenanggulangihambatan.**

**Metodepenelitian yang digunakanadalahkuantitatifdenganpendekatandeskriptif.Dalammetodeiniakanmenggambarkantentangsituasi di lapangantempatpenelitianberlangsung. Denganmenggunakanbeberapatahapanyaitustudikepustakaandanstudilapangandengancarapenyebaranangketkepadaresponden, observasi, maupunwawancaradenganpetugasdansalahsaturesponden. Dikarenakanjumlahpopulasi yang cukupbesaryaitu 100 orang makateknik yang digunakanadalah sample.**

**Dari hasilpenelitian yang dilakukanmakadiperolehhasilfungsipromosi yang dilakukanolehpetugaswisatadalammeningkatkanminatwisatawansudahberjalanmeskiadahambatandarisegisumberdayamanusianyadan media penyampaian yang belum optimal baikpemilihanmaupunpenggunaannya.Selainitumasihadapengunjung yang merasakurangnyamansaatberkunjungke Kota Bandung karenafasilitas yang disediakanolehpemerintah yang kurangbaikkeadaannya.**

**Rekomendasidaripenelitidiperlukanpemilihandanpenambahansumberdayamanusiayang kreatifdanoptimalisasidari media yang digunakandantidaklupamenjagadanmerawatterusfasilitas yang adasehinggawisatawanberminatuntukterusmengunjungidanbersama-samamenjagakebersihansertakenyamanan Kota Bandung.**

**ABSTRACT**

**This study entitled “FUNCTION OF PROMOTIONS INCREASE THE INTEREST BY TOURIST AT BANDUNG**

**The purpose of the formulation of this thesis is to determine the function of tourism promotion in increasing the interest of tourists, and barriers experienced officers in increasing the interest of tourists as well as the efforts undertaken officers to overcome obstacles.**

**The method used is quantitative descriptive approach. In this method would describe the situation in the field where the research took place. By using several stages of the study of literature and field research by distributing questionnaires to the respondents, observation, and interviews with officers and the respondent. Due to the number of population is large enough that 100 people, the technique used is the sample.**

**From the research conducted found results promotional function performed by officers to increase the interest of tourists is already running although there are still constraints in terms of human resources and the delivery of media that has not been good selection and optimal use. In addition there are visitors who feel less comfortable when facilities and infrastructure are still unfavorable circumastances.**

**Recommendations from researchers needed elections and the addition of creative human resources and the optimization of media used and do not forget to keep and care continue existing facilities so that tourists are interested to continue to visit and jointly preserve the tour at Bandung.**

**RINGKESAN**

Skripsianujudulna “FungsiPromosiPikeunngaronjatkeunMinatWisatawan Kota Bandung”.

Tujuannyusunskripsiieunangtukeunjurusanfungsipromosipikeunngaronjatkeunminatwisatawan Kota Bandung, sapertiogekendalangalamankuDinasPariwisatadinangaronjatnaminatwisatawan Kota Bandung.

Metodeanudigunakeunnyaetatilikandeskriptifkuntitatif. Dina metodaieubakalngajelaskeunkaayaandinawidangmanapanalungtikanlumangsung. Ku make sabarahahambalanulikanpustakajeungwidangstudikudikabarankaresponden, observasi, jeungwawancarajeunghijiresponden. Alatanjumlahpopulasicukupgede 100 urang, teknikanudigunakeunnyaetasampel.

Ti hasilpanalungtikananudilakukeun, hasilfungsipromosipikeunngaronjatkeunminatwisatawangeusngajalankeunsanajanmasihayakendaladinawatesansumberdayamanusajeung media teupengiriman optimal bohpamilihatawadipake. Sajabati eta ayasemahanungarasakurangmerenahlamunngadatangantarungbasisirsababfasilitas nu di sadiakeunkupamerentahkaayaanteunguntungkeun.

Rekomendasitinapanalungtikdiperlukeunseleksijeungsajabati eta asaldayakreatifmanusaogeoptimasi media dipakesartaulahpohopikeunngajagajeungmiaraterusfasilitasayakitunawisatawanmuseurkeunkaterusnganjangjeungngumpul-ngumpultetepngajagakenyamanan Kota Bandung.