**ABSTRAK**

This research entitled "Function of Advertising In Increasing Interest Of Saung Angkulng Udjo Visitors In Bandung".

The purpose of this study is to find out how the PR function is done to establish relationships with potential visitors to increase interest in visiting Saung Angklung Udjo.

This study is based on information integration theory that intends to accumulate and organize the information it gets about a group of people, objects, situations or ideas to form an attitude according to the concept formed from the result of receiving the information, become a wish or interest of prospective visitors.

The research method used is descriptive method, where this method is a research that describes characteristic (traits) of individual, situation or certain group.And not looking for or explaining relationships, not testing hypotheses or making certain predictions.

The sampling technique used is the Acidental Sampling which is part of the non-probability sampling technique (sample non-probability).

Things that the researchers diremomendasikan, Diperbanyak event for promotional activities more interesting, and support CSR programs more efficient