**Abstract**

This research examines the application of social media as a promotional tool for Waterboom Lippo Cikarang, focusing on the use of caption language styles based on Geoffrey Leech's framework. In the tourism sector, social media plays a crucial role in attracting visitors, where captivating captions combined with engaging visuals can significantly enhance audience interaction. Using a qualitative approach, the study analyzes captions from platforms such as Instagram, TikTok and Facebook, exploring their effectiveness in capturing attention, generating interest, and motivating action. Leech's principles of style such as clarity, brevity, and relevance serve as the basis for evaluating the impact of language choices on user engagement. The findings reveal that captions designed with these principles are more effective in creating lasting impressions, fostering emotional connections, and encouraging visits. This research underscores the importance of strategic language use in social media promotions and highlights its role in strengthening the branding and appeal of Lippo Cikarang Waterboom as a leading tourist destination.

**Keywords**: *Social Media Promotion, Tourism Promotion, Leech's Language Style, Waterboom Lippo Cikarang, Digital Marketing.*