

## **ABSTRACT**

*The Forest Island Tourism is one of the tourist attractions for family entertainment facilities located in Purwokerto, Banyumas Regency. This tourist spot has a forest-themed concept and is decorated with several artificial parks with several swimming pools and a dinosaur park aimed at families, collectives, agencies and schools by presenting the beauty of nature with artificial forests and parks. The Forest Island tourism needs to be improved in terms of promotion because the local people of Purwokerto and outside Purwokerto are still not familiar with this tourist spot. The method in this design uses qualitative methods which include data collection, data analysis, drafting of concepts and design processes up to the final stage. The data analysis technique uses the SWOT analysis method (Strengths, Weaknesses, Opportunities, Threats) to obtain a strategy that can be used for design. The strategy used is to highlight family tourism while enjoying the rides in tourist areas such as dinosaur rides, foam pools and swimming pools. This design will produce works in the form of Instagram feeds and stories for 30 days, as well as several supporting media, namely X-Banners, ticket wristbands, brochures, stickers and billboards.*

*Keywords: Instagram Feed, The Forest Island, Promotion*