

ABSTRACT

Ainur Rachman, 2014 Thesis. Title: "Marketing Communication Strategies In Interesting Number of Visitors (Study on PT. Satria Kusuma Dinasasri Wisatajaya City of Stone)"
Supervisor : Dr. H. Masyhuri, Ir., MP

Tourism is one sector that relied on the government to earn foreign currency. Indonesia has a huge potential to become a tourist destination area dunia. Begitu many competitors in Batu tourist spot with all the amenities that are offered to the consumer to make the company needs to do a tour where appropriate promotional strategies to retain customer loyalty. So it is with PT. Kusuma Agro is one company that is engaged in fruit picking tour. Communication pemasaran merupakan one promotional strategies used by marketers to build an image in the minds of consumers and also introduced to consumers about the company's products, so that at a later stage that the consumer will make a purchase in this case is to visit. The purpose of this study was to determine the marketing communication strategies used by PT. Satria Kusuma Dinansasri Wisatajaya Batu in attracting number of visitors.

This study is a qualitative study, the research that does not require the number of numbers, but the information, either from interviews, observation or documentation. Informants of the study is the director Kusuma Agro Marketing, Marketing Assistant Kusuma Agro, and visitors. How to obtain the data in this study is by interview, observation and documentation. Then the data analysis methods used in this research is descriptive qualitative method.

From the research, it is found that the marketing communication strategies used by PT. Satria Kusuma Dinasasri Wisatajaya in attracting number of visitors is through advertising media to cooperate on national tv, conduct sales promotion by offering a package of educational tours and one day get, as well as personal selling by working on the traveling agent. Then using the direct marketing sales cole, official web kusuma, facebook, and twitter.