# ABSTRAK

Marchelo Esya Yuliyan. 2021. 43217006. **STRATEGI KOMUNIKASI PEMASARAN TERPADU UNTUK MENINGKATKAN MINAT KUNJUNG WISATAWAN (Studi Kasus Kawasan Wisata Hutan Mangrove Desa Kaliwlingi Kabupaten Brebes Jawa Tengah Pada Tahun 2018 – 2020).** Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Peradaban. Pembimbing Ery Fajarwati, S.S., M.A.

Hutan Mangrove Brebes Pandansari merupakan daerah pesisir pantai yang dimanfaatkan masyarakat setempat menjadi sebuah tempat pariwisata baru yang bertujuan untuk mengedukasi serta melindungi daerah pesisir yang berawal dari penanaman mangrove serentak pada tahun 2005. Dengan membentuk kelompok bernama KMPHP (Kelompok Masyarakat Pelestari Hutan Pesisir) yang diketuai oleh Pak Rusjan. Kemudian mulai menanam 15.000 Batang Mangrove dengan jenis Rizophora Mucronata. Dan dikukuhkan 6 April 2016 sebagai tempat wisata.Penelitian ini merupakan penelitian Kualitatif.

Data diperoleh dari observasi dan wawancara dan dokumentasi, buku-buku serta penelitian terdahulu. Dalam penelitian ini narasumber berjumlah 5 orang antara lain pengelola wisata selaku Ketua, Seksi Pemasaran hingga Wisatawan.

Hasil dari penelitian ini, wisata hutan mangrove menjalankan strategi komunikasi pemasaran dalam menarik pengunjung menggunakan 6 kegiatan pemasaran antara lain dengan *Advertising* melalui iklan social media berupa Facebook dan Instagram. Kegiatan kedua berupa *Direct Marketing* melalui penyebaran Brosur, Bazar dan Pameran. Kegiatan ketiga berupa *Sales Promotion* melalui diskon promo paket rombongan. Kegiatan keempat berupa *Personal Selling* melalui promosi mulut ke mulut kepada masyarakat setempat. Kegiatan kelima dengan Public Relation sebagai perantara agar citra mangrove tetap terjaga dengan baik. Kemudian kegiatan keenam berupa Event & Sponsorship yaitu kegiatan berupa Jambore Mangrove dan kerjasama dengan pemasok sponsor berupa PT Gudang garam.

Kata kunci *:* Strategi, Komunikasi Pemasaran Terpadu, Pariwisata, Hutan Mangrove.

# *ABSTRACT*

*Marchelo Esya Yuliyan. 2021. 43217006.* ***INTEGRATED MARKETING COMMUNICATION STRATEGY FOR INCREASING INTEREST IN VISITING TOURISTS (Case Study of Mangrove Forest Tourism Area in Kaliwlingi Village, Brebes Regency, Central Java in 2018 - 2020).*** *Thesis of Communication Studies Program Faculty of Social and Political Sciences. Peradaban University. Mentor* *Ery Fajarwati, S.S., M.A.*

*Brebes Pandansari Mangrove Forest is a coastal area used by local people to become a new tourism place that aims to educate and protect coastal areas that began from simultaneous mangrove planting in 2005. By forming a group called KMPHP (Coastal Forest Conservation Community Group) led by Mr. Rusjan. Then began planting 15,000 Mangrove Stems with rizophora mucronata. Brebes Pandansari Mangrove Forest is a coastal area used by local people to become a new tourism place that aims to educate and protect coastal areas that began from simultaneous mangrove planting in 2005. By forming a group called KMPHP (Coastal Forest Conservation Community Group) led by Mr. Rusjan. Then began planting 15,000 Mangrove Stems with rizophora mucronata. And confirmed April 6, 2016 as a tourist spot. This research is qualitative research.*

*Data is obtained from observations and interviews and documentation, books and previous research. In this study, the sources numbered 5 people, among others, the tour manager as Chairman, Marketing Section to Tourists.*

*As a result of this study, mangrove forest tourism runs a marketing communication strategy in attracting visitors using 6 marketing activities, among others, with Advertising through social media advertising in the form of Facebook and Instagram. The second activity is in the form of Direct Marketing through the dissemination of Brochures, Bazaars and Exhibitions. The third activity in the form of Sales Promotion through group package promo discounts. The fourth activity is in the form of Personal Selling through word-of-mouth promotion to the local community. The fifth activity with Public Relations as an intermediary so that mangrove imagery is maintained properly. Then the sixth activity in the form of Event & Sponsorship is an activity in the form of Mangrove Jamboree and cooperation with sponsor suppliers in the form of PT Gudang garam.*

*Keywords: Strategy, Integrated Marketing Communication, Tourism, Mangrove Forests.*