

Abstract

This research is based on a thought that there are still many people who do not know the existence of Pariaman City as a tourist destination. The purpose of this study is to determine and analyze tourism marketing communication strategies and internal factors and external factors that influence the Tourism and Culture Office of Pariaman City in promoting Pariaman City as a tourist destination. This research uses innovation diffusion theory with the concept of digital integrated marketing communications (DIMC) proposed by Kenneth E. Clow. In this concept, it is explained by using a digital touch in marketing tourism in accordance with the times. This research uses a qualitative method with a case study approach to deepen related events and understand specifically how the marketing communication strategy used by the Tourism and Culture Office of Pariaman City in promoting Pariaman City as a tourist destination. The results of this study indicate that the tourism marketing communication strategy carried out by the Tourism and Culture Office of Pariaman City is carried out through the strategic plan policy of the Pariaman City Tourism and Culture Office which is set for 5 years of work such as building collaboration with communities and stakeholders, creating The Sunset City of Indonesia branding, forming a Creative Team to create tourist destination content and continuing to adapt and innovate period while promoting Pariaman City as a tourist destination through all elements of the DIMC concept which prioritizes a digital touch in marketing tourism, especially promotion through social media which is considered more efficient and effective in its use. For internal factors such as human resources, budget constraints, destination management, infrastructure, community involvement, tourism policy while external factors include economic factors, technological developments, destination competition, political conditions, changing preferences, climate change and media influence. Marketing communication strategy plays a strategic role in developing Pariaman's tourism sector, it can provide guidance for related parties in optimizing marketing communication strategies to achieve sustainable growth in the tourism industry.

Keywords: Communication Strategy, Tourism Marketing, Tourism Destination