

## ***ABSTRACT***

Marketing is a way to increase sales of a product or service offered by the company. With the marketing, products or services will experience an increase in penjualan. One technique for marketing a product or service is the Marketing Communications Strategy. With the Marketing Communication Strategy, the company can find out what it takes before making a marketing. Marketing communication strategies are also often used in the tourism business. This marketing communication strategy can be used as a *branding* effort by tourism destinations. With the *branding*, tourism destinations will get attention. In addition, many places of tourism that often do marketing that aims to increase the number of tourists visiting. The purpose of this research is to know how marketing communications strategy Penglipuran village of Bali as a branding effort in improving tourism business. This research uses descriptive qualitative method by conducting in-depth interviews of three research informants to describe how marketing village marketing communications strategy Penglipuran as branding efforts in improving tourism business. The result of this research can be concluded that marketing communication strategy of Penglipuran village using *Dwi Sapta IMC Model* Strategy consist of *discovery circle, intent circle* and *strategy circle*.

***Tags : Place branding, marketing communication strategy, tourism business, descriptive qualitative***