

ABSTRACT

The tourism sector is an important element for the country in the era of globalization as one of the largest contributors to state revenue and the driving force of people's economy. Since oil and gas are no longer the mainstays of the state budget, Riau Province, known as an oil and gas supplier in Indonesia, is being developed by tourism in an effort to improve the regional economy and the welfare of the people. One effort of Riau Province in the development of tourism sector through Bujang Dara Riau event. Selection Bujang Dara Riau as a tourist place to be positioned as an icon of Riau tourism promotion. The purpose of this study is to determine the marketing strategy undertaken by the Provincial Tourism Office of Riau through Bujang Dara event. Marketing communication strategy in this research using three models of Dwi Sapta IMC that is Discovery Circle, Intent Circle, and Strategy Circle. This research uses the qualitative descriptive method with 2 main informants and 2 supporting informants. Based on the results of research known marketing strategy that has been done by Riau Tourism Office in improving tourism sector by using POSE (paid media, media Milik, social media, and endorser). Paying media or paid media, ie advertising in the media with the purchase of space with pay. Media owned, through the internal media Tourism Department of Riau Province, to obtain information about tourism such as websites, New Stories Center and others. Social media to make bonds, build relationships between sales and buyers such as Instagram, Facebook, Twitter, Path, Youtube, and others. Endorser, able to provide attractiveness and as a motor driver that can be used to develop tourism marketing communication strategies, such as examples involving the community, Bujang Dara as Ambassador and others.

Keywords: Marketing Communication Strategy, Dinas Pariwisata Provinsi Riau, IMC, Event, Bujang Dara