

ABSTRACT

Tourism as one source of foreign exchange, and the need for promotion for Indonesian tourism is increasing. Taman Mini Indonesia Indah as a tourist place that can give a complete picture of all Indonesia, TMII has the potential to become a media campaign for tourism in Indonesia. Through its Provincial Pavilion as a picture of a province corresponding to an original object or culture.

This research uses qualitative research method, Qualitative Research Type in this research is case study research. Case study data by interview, observation, and evaluation of various documents related to the topic under study.

Marketing Communication Strategy implemented by Taman Mini's Pavilion to introduce, preserve and develop Indonesian culture where Taman Mini Indonesia Indah locates itself as Show-Window Indonesian Culture or Indonesian Cultural Showcase. However, in its application, the strategy has not been maximized because of the difference of management on the Provincial Pavilion. Researchers are also hoping for efforts to resolve not maximal management on Provincial Pavilion.

Keywords: *Marketing Communication Strategy, Tourism Promotion, Provincial Pavilion, Taman Mini Indonesia Indah*